

Federal Communications Commission  
Washington, DC 20554

Approved by OMB  
3060-0754

## FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 03/31/2010 Filed on: 04/12/2010

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KBVO	51 (analog) (digital)	Austin	TX	Travis	78701
Licensee Name					
KXAN, Inc.					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
MyNetwork		Austin TX	www.myaustintv.com		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
35918			2014-08-01		

### Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).

<b>3.00 hours</b>
<b>Y</b>

3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?

(b) Identify publishers who were sent information in 3(a).

FYI Television, Austin American Statesman, Tribune, TV Guide, Nielsen

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origin	
Pet TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday/7:00-7:30am	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program provides educational and informational segments exposing the target audience of young viewers to everything pets. Pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.</p>			

Title of Analog Core Program #2		Origin	
Swap. TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

Saturday/7:30-8:00am	13	0	
Length of Program  30 minutes	Age of Target Audience		E/I Symbol Used As Required  Y
	From  13 years	To  16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program lets kids spend two days in each other's lives. Watch as kids swap across the country, swap schools and swap cultures. They try new foods, learn new sports and even try new jobs. When kids swap lives and leave their regular routines, they always learn a lot about how other kids live and often discover new hobbies that they never knew even existed. They also learn a little about themselves. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. The series meets the educational and informational objectives of the FCC's Children's Programming requirements.</p>			

Title of Analog Core Program #3		Origin	
Animal Rescue		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday / 8:00-8:30am	13	0	
Length of Program  30 minutes	Age of Target Audience		E/I Symbol Used As Required  Y
	From  8 years	To  11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The program serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals.</p>			

Title of Analog Core Program #4		Origin	
Dragonfly TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday /8:30-9:00am	13	0	
Length of Program  30 minutes	Age of Target Audience		E/I Symbol Used As Required  Y
	From  13 years	To  16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program is an Emmy Award winning science education program. Originally produced for public television, Dragonfly TV engages children, parents and teachers in accessible, hands-on science activities. Dragonfly TV is designed to appeal to children ages 13-16 from diverse ethnic, socioeconomic, and educational backgrounds and meets the educational and informational objectives of the FCC's Children's Programming requirements. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. By modeling and celebrating children's science capabilities, Dragonfly TV shows that if kids can dream it, they can do it!</p>			

Title of Analog Core Program #5		Origin
Dog Tales		SYNDICATED

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturday/9:00-9:30am</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>The program includes dog safety and care tips, as well as informative segments on dog breeds, habits, training and exercise also veterinary experts explain different issues affecting canines. Also included are recommended reading lists about dogs, and children are encouraged to use their writing and creative skills with essay and art contests.</b>			

Title of Analog Core Program #6		Origin	
<b>Missing</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturday/9:30-10:00am</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>8 years</b>	<b>16 years</b>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>The program serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life stories using various resources to help find the missing people.</b>			

### Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

### Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

### Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.  
If No to 7(c), submit as an Exhibit a Statement of Explanation.
8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.


- (b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.
- 9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
- (b) Identify publishers who were sent information in 9(a).


10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

*[There are no digital core program reports.]*

- 11. (a) Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?
- (b) If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.


### Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

*[There are no digital non-core program reports.]*

### Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

*[There are no digital sponsored core program broadcast reports.]*

*[There are no digital sponsored core program detail reports.]*

### Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origin	
<b>Pet TV</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturday 7:00-7:30am</b>		<b>13</b>	
Length of Program	Age of Target Audience		
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This program provides educational and informational segments exposing the target audience of young viewers to everything pets. Pets from everyday to unique are showcased with information that shares how they evolved to become pets and their geographic origin. Professionals share personal experiences of excitement and love of working with pets and impart motivational and inspirational messages for viewers to pursue more information and education about everything concerning pets.</b>			

Title of Planned Core Program #2		Origin	
<b>Swap TV</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	

Saturday 7:30-8:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program lets kids spend two days in each other's lives. Watch as kids swap across the country, swap schools and swap cultures. They try new foods, learn new sports and even try new jobs. When kids swap lives and leave their regular routines, they always learn a lot about how other kids live and often discover new hobbies that they never knew even existed. They also learn a little about themselves. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. The series meets the educational and informational objectives of the FCC's Children's Programming requirements.</p>			

Title of Planned Core Program #3		Origin	
Animal Rescue		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 8:00-8:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The program serves the educational and informational needs of children 16 years of age and younger with its program content, including safety tips and real life in-the-field experiences of professional and ordinary people in taking care of, treating and helping various animals.</p>			

Title of Planned Core Program #4		Origin	
Dragonfly TV		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 8:30-9:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program is an Emmy Award winning science education program. Originally produced for public television, Dragonfly TV engages children, parents and teachers in accessible, hands-on science activities. Dragonfly TV is designed to appeal to children ages 13-16 from diverse ethnic, socioeconomic, and educational backgrounds and meets the educational and informational objectives of the FCC's Children's Programming requirements. The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. By modeling and celebrating children's science capabilities, Dragonfly TV shows that if kids can dream it, they can do it!</p>			

Title of Planned Core Program #5		Origin	
Dog Tales		SYNDICATED	

Regular Schedule		Total Times to be Aired	
Saturday 9:00-9:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
The program includes dog safety and care tips, as well as informative segments on dog breeds, habits, training and exercise also veterinary experts explain different issues affecting canines. Also included are recommended reading lists about dogs, and children are encouraged to use their writing and creative skills with essay and art contests.			

Title of Planned Core Program #6		Origin	
Missing		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 9:30-10:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
The program serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life stories using various resources to help find the missing people.			

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)? Y

16. Identify the licensee's children's programming liaison.

Name		Telephone Number	
Rachel Steading		512-476-3636	
Address		E-mail Address	
908 W. MLK Blvd.		rachel.steading@kxan.com	
City	State	ZIP Code	
Austin	TX	78701	

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. §73.671, NOTES 2 and 3.

**PUBLIC SERVICE:** 1. The station regularly airs a number of PSAs aimed at children 16 and under. Topics include: Avoiding smoking - The positiveness of diversity - Drug use prevention and not judging one another. These PSAs feature recognizable stars of NBC programs and are a part of the network's The More You Know public service program. 2. THE MORE YOU KNOW WEBSITE is at (www.nbc.com/tmyk) which features scripts from the award-winning public service announcements, referral information for the organizations referenced in the PSA's, a general campaign overview, and educational materials produced in connection with NBC programming. The site also includes a list of the campaign's most recent accolades. 3. COMMUNITY BULLETIN BOARDS The station airs weekly bulletin board items that include information for child-related events that educate and entertain (The Austin Fine Arts Festival), volunteer opportunities for children and their parents (Meals on Wheels), counseling opportunities for teens and parents (Family Crisis Center), etc. 3. PUBLIC INVOLVEMENT Employees, including community-recognized anchors and reporters, of the station regularly participate in events/programs in the community that (a) educate children, (b) raise funds for children's programs, and (c) oversee valuable advocacy

programs for children. Examples of these activities include: (a) reporters and news anchors regularly attend job fairs at local schools; weather anchors go to local schools to present information on severe weather safety and local weather patterns. (b) The station frequently sponsors and/or participates in community golf tournaments, charity auctions, and other fund drives that benefit children's organizations such as Any Baby Can, Court Appointed Special Advocates (CASA) of Travis County, and Big Brothers/Big Sisters.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
KXAN, Inc.	
Date	
04/05/2010	



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### Children's Television Online Filing System

FCC> Media Bureau> KidVid> Confirmation

[site map](#)

## Submission Confirmation

Confirmation Number 107021  
Call Sign KBVO  
Filing Quarter Date 03/31/2010  
Filing Date 04/12/2010

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Please send comments via standard mail to the Federal Communications Commission, Consumer and Governmental Affairs Bureau, 445 12th Street, S.W., Washington, D.C., 20554. Questions can also be answered by calling the FCC's National Call Center, toll free, at 1-888-Call FCC (1-888-225-5322).

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Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554  
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