

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: **09/30/2013**

Call Sign	Channel Numbers	Community of License			
<b>KUPB</b>	(analog) <b>18</b>	City	State	County	ZIP Code
	(digital) <b>18</b>	<b>MIDLAND</b>	<b>TX</b>	<b>MIDLAND</b>	<b>79706</b>
Licensee Name					
<b>ENTRAVISION HOLDINGS</b>					
Network Affiliation		Nilsen DMA		Licensee World Wide Web Home Page Address (if applicable)	
<b>Network UNIVISION</b>		<b>Odessa-Midland</b>		<b>WWW.KUPBTV.COM</b>	
Facility ID		Previous Call Sign (if applicable)		License Renewal Expiration Date	
<b>86263</b>				<b>08/01/2014</b>	

### 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).
- |       |
|-------|
| hours |
|-------|
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).
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.  
*[There are no analog core program reports.]*

### 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.	3.00 hours
(b)	Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?	Y
(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.	Y
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.	3 hours
(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.	0 hours
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?	Y
(b)	Identify publishers who were sent information in 9(a).	

The Univision programming service provides information identifying the core programs it supplies to affiliated stations, including an individual indication of the target child audience, to the following publishers of program guides: Tribune Media, FYI Television Services, and Rovi Corporation.

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.

Title of Digital Core Program #1		Origination	
Pocoyo		NETWORK	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SA, 07:00 AM (SA, 08:00 AM ON 08/03, 08/10 & 08/17) & SA, 07:30 AM ON 09/07, 09/14, 09/21 & 09/28		20	
Length of Program	Age of Target Audience		I/B Symbol Used As Required
	From	To	
30 minutes	2 years	4 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand.			

Title of Digital Core Program #2		Origination	
The Backyardigans		NETWORK	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SA, 07:30 AM ON 07/06 TO 08/31 & (SA, 08:00 AM ON 09/07 TO 09/28)		13	
Length of Program	Age of Target Audience		I/B Symbol Used As Required
	From	To	
30 minutes	2 years	5 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

This educational program is targeted to pre-schoolers, featuring five high-spirited friends Uniqua, Pablo, Tyrone, Tasha and Austin who inspire children to engage in creative collaborative play through musical-adventures. Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Uniqua is the curious and confident one, and sometimes is perceived as the tomboy. Pablo the penguin is most often the leader of the pack but has panic attacks when he encounters obstacles. Tyrone the moose is the laid back and cool and known for his ironic comments. Tasha the hippo is the serious one, likes to get her own way and isn't easy to fool. Austin is the timid kangaroo who starts to come out to his shell with help of his friends. Each adventure begins in the backyard through the group's imagination it is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco.

Title of Digital Core Program #3		Origination	
Zigby		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA, 08:00 AM ON 07/06 TO 07/27	4		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This educational program is targeted to pre-schoolers, featuring Zigby, a curious and ingenious young zebra who teaches children the skills for creative problem solving, empathy and respect for others, personal responsibility, and how to work together to accomplish goals. Zigby and his two loyal friends, McMeer and Bertie, inspire children to engage in creative collaborative play, having fun but never without kindness, respect, compassion, empathy and understanding towards others. Although Zigby may accidentally cause problems, admits his mistakes and works on problem-solving. Zigby knows that there are many different ways to look at a problem and shows that you need to consider a problem in a different perspective in order to reach a solution.			

Title of Digital Core Program #4		Origination	
Maya and Miguel		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA, 08:30 AM ON 07/06 TO 08/31	9		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This program has two main goals: one to encourage children to value, respect and better understand a variety of cultures, perspectives, traditions, languages and experiences; and second to support children in building their understanding of the English language, especially vocabulary. The show features 10 year old twins Maya and Miguel, their loving family, their pet parrot Paco, friends and their widely diverse neighborhood. Every episode turns and twists into an adventure for the twins especially when Maya's usual well-intended deeds turn into big messes, fortunately they always manage to fix. Maya & Miguel are both bilingual, they promote a positive attitude toward knowing and learning more than one language. This show presents a positive, culturally rich portrayal of a Latino family.			

Title of Digital Core Program #5		Origination	
Dora the Explorer		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA, 09:00 AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schoolers in a play-along, computer-style adventure designed to spark interest in learning about the world around them. Dora teaches children how to observe situations and to employ problem solving skills such as stopping to think or asking for help when they encounter an obstacle, all the while increasing their vocabulary, math skills, music appreciation and physical coordination with strong cultural and literary references.			

Title of Digital Core Program #6		Origination	
Go, Diego, Go!		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA, 09:30 AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references.			

Title of Digital Core Program #7		Origination	
The Jungle Book		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA, 08:00 AM ON 8/24 & 08/31 & SA, 08:30 AM ON 09/07 TO 09/28	6		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	9 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

The Jungle Book series is based on Rudyard Kipling's classic story. Drama, excitement and adventure mixed with a high element of comedy tell tales of how Mowgli lives and survives in the jungle, where his only companions are animals. His escapades reflect his daredevil, fearless, high spirited and fun loving nature. Mowgli is helped by Baloo the Wise Bear, his best friend Bagheera the Black Panther and mighty Kaa the Rock Python. Viewers learn the importance of friendship, curiosity, and how to overcome challenges with perseverance and an optimistic outlook on life.

11. 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?

Y

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		Origination	
Pocoyo		NETWORK	
Regular Schedule		Total Times to be Aired	
SA, 07:00 AM & 07:30 AM		26	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	2 years	4 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand.			

Title of Planned Core Program #2		Origination	
The Backyardigans		NETWORK	
Regular Schedule		Total Times to be Aired	

SA, 08:00 AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This educational program is targeted to pre-schoolers, featuring five high-spirited friends Uniqua, Pablo, Tyrone, Tasha and Austin who inspire children to engage in creative collaborative play through musical-adventures. Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Uniqua is the curious and confident one, and sometimes is perceived as the tomboy. Pablo the penguin is most often the leader of the pack but has panic attacks when he encounters obstacles. Tyrone the moose is the laid back and cool and known for his ironic comments. Tasha the hippo is the serious one, likes to get her own way and isn't easy to fool. Austin is the timid kangaroo who starts to come out to his shell with help of his friends. Each adventure begins in the backyard through the group's imagination it is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco.</p>			

Title of Planned Core Program #3		Origination	
The Jungle Book		NETWORK	
Regular Schedule		Total Times to be Aired	
SA, 08:30 AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The Jungle Book series is based on Rudyard Kipling's classic story. Drama, excitement and adventure mixed with a high element of comedy tell tales of how Mowgli lives and survives in the jungle, where his only companions are animals. His escapades reflect his daredevil, fearless, high spirited and fun loving nature. Mowgli is helped by Baloo the Wise Bear, his best friend Bagheera the Black Panther and mighty Kaa the Rock Python. Viewers learn the importance of friendship, curiosity, and how to overcome challenges with perseverance and an optimistic outlook on life.</p>			

Title of Planned Core Program #4		Origination	
Dora the Explorer		NETWORK	
Regular Schedule		Total Times to be Aired	
SA, 09:00 AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schoolers in a play-along, computer-style adventure designed to spark interest in learning about the world around them. Dora teaches children how to observe situations and to employ problem solving skills such as stopping to think or asking for help when they encounter an obstacle, all the while increasing their vocabulary, math skills, music</p>			

appreciation and physical coordination with strong cultural and literary references.

Title of Planned Core Program #5		Origination	
Go, Diego Go!		NETWORK	
Regular Schedule		Total Times to be Aired	
SA, 09:30 AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references.</p>			

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	
LETTICIA MARTINEZ		432-563-1826	
Address		E-mail Address	
10313 YOUNGER RD		LMARTINEZ@ENTRAVISION.COM	
City	State	ZIP Code	
MIDLAND	TX	79706	

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.

On August 3, 2013 the core program Zigby was replaced by another E/I compliant core program. On September 7, 2013 the core program Maya and Miguel was also replaced by other E/I compliant core program.

**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
ENTRAVISION HOLDINGS	
Date	
10/21/2013	

FCC Form 398  
March 2006



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### Submission Confirmation

Confirmation Number 146524  
Call Sign KUPB  
Facility Id 86263  
Filing Quarter Date 09/30/2013  
Filing Date 10/21/2013

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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).

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