

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: 2014-03-31 00:00:00.0 Filed on: 2014-04-10 01:36:46.96

Call Sign	Channel Numbers	Community of License			
KBTF-CD	<i>(analog)</i> 31 <i>(digital)</i>	City	State	County	ZIP Code
		Bakersfield	CA	Kern	93309
Licensee Name					
UniMas Bakersfield LLC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
UniMas		Bakersfield			
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
34438			2014-12-01 00:00:00.0		

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).
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.
(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?

3.62 hours
N

- (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).

N
<u>View Statement of Explanation</u>
168.00 hours
1.85 hours
Y

The UniMas 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		Origin	
Plaza Sesamo (main digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
(SA, 07:00 AM, 07:30 AM ON 1/1/14 TO 1/31/14), SA, 08:00 AM & 08:30 AM & (SU, 07:00 AM, 07:30 AM ON	42	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	7 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
A significant purpose and key educational objective of Plaza Sesamo is to teach young children the importance of different cultures and traditions. Children will easily identify with the main characters: Abelardo, Contreras, and Lola. These animated personalities will help children develop a better understanding of the world around them through their stories. Throughout the shows, these characters not only reinforce and expose the Spanish language to native and non-native Spanish speakers, but also teach children valuable lessons that include problem solving, gender equity, symbolic representation, and social interaction. Plaza Sesamo ceased airing on Saturdays and Sundays at 7:00 am and 7:30 am on February 1, 2014.			

Title of Digital Core Program #2		Origin	
Reino Animal (main digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA, 09:00 AM & 09:30 AM	26	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			
Reino Animal educates young viewers on the natural habitat of animals in an educational, yet entertaining way. With narrations and interactive segments, the series builds upon natural science concepts, sparking a sense of curiosity in its viewers. The program discussed concepts like the functions of animals in an ecosystem, the elements of animal classification, and life sciences to help teach children about the natural world, while having fun at the same time.			

Title of Digital Core Program #3		Origin	
Aventura Animal (main digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SU, 08:00 AM & 08:30 AM	26	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>A significant purpose and key educational objective of this program is to teach young children all there is to know about life science. Each episode tackles a dozen or more mind-blowing and interesting questions concerning animals and their habitat. The show is a standard question and answer format to help test how much young people really know. The investigation of the answers takes viewers on a fast-paced and entertaining tour of the amazing animal kingdom. The show explains every answer so that young viewers are able to retain and understand the information provided.</p>			

Title of Digital Core Program #4		Origin	
Real Life 101 (second digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
FRI, 07:00 AM & 07:30 AM ON 2/03/14 TO 3/31/14	7	1	
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>A significant purpose and key educational objective of this half-hour program is to showcase the many career choices young viewers may contemplate for the future. The show is conducted by three young hosts whom in each episode feature an adult who describes what his or her daily job responsibilities entailed. Viewers are given up to date information on various careers based upon real life experiences. This program promotes education as a key element to success and challenges viewers to prepare for the future at an early age. On February 21, this program was preempted due to a technical error a make-good was scheduled and promotional efforts were made to notify the public of the rescheduled date and time.</p>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
8	1	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
02/21/14, 07:00 AM	03/07/14, 10:30 AM	Y	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	OTHER		

Title of Digital Core Program #5		Origin	
Passport to Explore (second digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
FRI, 08:00 AM	4	0	
Length of Program	Age of Target Audience		E/I Symbol Used As
	From	To	

30 minutes	From	To	Required Y
	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Passport to Explore allows viewers to travel to adventure-filled places, where they will explore the sites geography, history, climate, monuments, customs, music, culture, foods, attractions and even some legends. Each episode is produced to spark viewers' imagination and encourage them to finding out more about the amazing places around the world. The show aims to making viewers aware of the differences that exist and how enriching those differences can be to their own lives. The educational value in this program is local cultures, geography, history and experiences as well as creating and influencing perceptions of places and regions.</p>			

Title of Digital Core Program #6		Origin	
Nature Adventures with Terri and Todd (second digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
FRI, 08:30 AM ON 2/03/14 TO 3/31/14	4	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>Nature Adventures with Terri and Todd is an educational and entertaining series created to showcase the beauty and wonder of the great outdoors! Episodes focus on the environment of North/Central portion of the United States. Hosts discuss the wildlife and flora indigenous to each particular location and communicate the diversity that can be found even in this specific geographic region. Additionally, the show educates children on conservation efforts meant to preserve the rich ecosystems.</p>			

Title of Digital Core Program #7		Origin	
Aqua Kids Adventures (second digital stream)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
FRI, 09:00 AM & 09:30 AM ON 2/03/14 TO 3/31/14	7	1	
Length of Program 30 minutes	Age of Target Audience		E/I Symbol Used As Required Y
	From 8 years	To 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Aqua Kids Adventures provides CORE programming in the area of biology and specifically the ecosystem related to the ocean, its tributaries and estuaries. Children can learn about the resources of the oceans and how protection of oceans is necessary to present and future generations. Not only does the show teach biological topics, but it aims to enrich children's lives by making them aware of future generations, the role they play now, and for generations into the future, with the biggest ecosystem on earth-the oceans. Each episode provides information related to a specific topic and gives an educational approach to understand the topic related to the entire ecosystem of the Earth. Aqua Kids Adventures provides kids with a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. Through the use of hands-on collaboration between kids and science researchers and educators, Aqua Kids Adventures encourages children to take an active role in protecting the future of their communities and the world. On February 7, this program was preempted due to a technical error a make-good was scheduled and promotional efforts were made to notify the public of the rescheduled date and time.</p>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
8	1	1	

Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
02/07/14, 09:00 AM	03/07/14, 10:00 AM	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	OTHER	

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.

Y
(None Required)

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	
Plaza Sesamo (main digital stream)		NETWORK	
Regular Schedule		Total Times to be Aired	
SA, 08:00 AM & 08:30 AM		26	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	2 years	7 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
A significant purpose and key educational objective of Plaza Sesamo is to teach young children the importance of different cultures and traditions. Children will easily identify with the main characters: Abelardo, Contreras, and Lola. These animated personalities will help children develop a better understanding of the world around them through their stories. Throughout the shows, these characters not only reinforce and expose the Spanish language to native and non-native Spanish speakers, but also teach children valuable lessons that include problem solving, gender equity, symbolic representation, and social interaction.			

Title of Planned Core Program #2	Origin
Reino Animal (main digital stream)	NETWORK

Regular Schedule		Total Times to be Aired	
SA, 09:00 AM & 09:30 AM		26	
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>Reino Animal educates young viewers on the natural habitat of animals in an educational, yet entertaining way. With narrations and interactive segments, the series builds upon natural science concepts, sparking a sense of curiosity in its viewers. The program discussed concepts like the functions of animals in an ecosystem, the elements of animal classification, and life sciences to help teach children about the natural world, while having fun at the same time.</p>			

Title of Planned Core Program #3		Origin	
Aventura Animal (main digital stream)		NETWORK	
Regular Schedule		Total Times to be Aired	
SA, 10:00 AM & 10:30 AM		26	
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>A significant purpose and key educational objective of this program is to teach young children all there is to know about life science. Each episode tackles a dozen or more mind-blowing and interesting questions concerning animals and their habitat. The show is a standard question and answer format to help test how much young people really know. The investigation of the answers takes viewers on a fast-paced and entertaining tour of the amazing animal kingdom. The show explains every answer so that young viewers are able to retain and understand the information provided.</p>			

Title of Planned Core Program #4		Origin	
Real Life 101 (second digital stream)		NETWORK	
Regular Schedule		Total Times to be Aired	
FRI, 07:00 AM & 07:30 AM		26	
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>A significant purpose and key educational objective of this half-hour program is to showcase the many career choices young viewers may contemplate for the future. The show is conducted by three young hosts whom in each episode feature an adult who describes what his or her daily job responsibilities entailed. Viewers are given up to date information on various careers based upon real life experiences. This program promotes education as a key element to success and challenges viewers to prepare for the future at an early age.</p>			

Title of Planned Core Program #5		Origin	
Passport to Explore (second digital stream)		NETWORK	
Regular Schedule		Total Times to be Aired	
FRI, 08:00 AM		13	

Length of Program	Age of Target Audience	
	From	To
26 minutes	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Passport to Explore allows viewers to travel to adventure-filled places, where they will explore the sites geography, history, climate, monuments, customs, music, culture, foods, attractions and even some legends. Each episode is produced to spark viewers' imagination and encourage them to finding out more about the amazing places around the world. The show aims to making viewers aware of the differences that exist and how enriching those differences can be to their own lives. The educational value in this program is local cultures, geography, history and experiences as well as creating and influencing perceptions of places and regions.</p>		

Title of Planned Core Program #6		Origin
Nature Adventures with Terri and Todd (second digital stream)		NETWORK
Regular Schedule		Total Times to be Aired
FRI, 08:30 AM		13
Length of Program	Age of Target Audience	
	From	To
30 minutes	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Nature Adventures with Terri and Todd is an educational and entertaining series created to showcase the beauty and wonder of the great outdoors! Episodes focus on the environment of North/Central portion of the United States. Hosts discuss the wildlife and flora indigenous to each particular location and communicate the diversity that can be found even in this specific geographic region. Additionally, the show educates children on conservation efforts meant to preserve the rich ecosystems.</p>		

Title of Planned Core Program #7		Origin
Aqua Kids Adventures (second digital stream)		NETWORK
Regular Schedule		Total Times to be Aired
FRI, 09:00 AM & 09:30 AM		26
Length of Program	Age of Target Audience	
	From	To
30 minutes	8 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>Aqua Kids Adventures provides CORE programming in the area of biology and specifically the ecosystem related to the ocean, its tributaries and estuaries. Children can learn about the resources of the oceans and how protection of oceans is necessary to present and future generations. Not only does the show teach biological topics, but it aims to enrich children's lives by making them aware of future generations, the role they play now, and for generations into the future, with the biggest ecosystem on earth-the oceans. Each episode provides information related to a specific topic and gives an educational approach to understand the topic related to the entire ecosystem of the Earth. Aqua Kids Adventures provides kids with a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. Through the use of hands-on collaboration between kids and science researchers and educators, Aqua Kids Adventures encourages children to take an active role in protecting the future of their communities and the world.</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)(1)(iii)?

Y

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

Name	Telephone Number

Faith Flores		661 334-2607
Address		E-mail Address
5801 Truxton Avenue		
City	State	ZIP Code
Bakersfield	CA	93309

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 February 3, 2014 the station began airing on its second digital stream getTV Network Children's Programming.

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
UniMas Bakersfield LLC	
Date	
04/09/2014	