

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: 03/31/2007 Filed on: 06/08/2007

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KMMD-CA	3 (analog) (digital)	Salinas	CA	Monterey	93908
Licensee Name					
Caballero Acquisition Inc.					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
MTV Tr3s	Monterey-Salinas				
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
18733		2014-12-01			

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).
- | |
|-------------------|
| 7.38 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?
- | |
|----------|
| Y |
|----------|
- (b) Identify publishers who were sent information in 3(a).

TV Guide; Tribune Media Services

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	
Sabrina's Secret Life		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Commencing February 12, Mondays & Saturdays from 8-8:30am & 8:30-9am	28	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series focuses on a witch named Sabrina who struggles to understand and master her human side as she enters junior high school. In each episode, Sabrina confronts her two sides and discovers that the magic of becoming a human being -- for example, learning human attributes such as loyalty, honesty, self-efficacy, tolerance, perseverance and independence -- can be very demanding. As Sabrina struggles to understand and master her human side, she serves as an ideal role-model for the young audience. Sabrina is positive, self-reliant, competent and open to new ideas. And, she faces the same kinds of issues and problems that most contemporary pre-teens encounter, each of which Sabrina deals with in a concrete way that is relevant to the lives of today's kids. As Sabrina listens and learns, lessons in what it takes to become a positive human being are reinforced for the young viewing audience.</p>			

Title of Analog Core Program #2		Origin	
Archie's Weird Mysteries		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions
Commencing 2/12, Mondays & Saturdays from 7-8am; Wednesdays & Fridays from 7-9am; Sundays from 8-9am		96	0
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In each episode of this series, Archie and the gang negotiate their way through yet another "weird mystery." They encounter many of the same problems and issues confronting today's pre-teens, such as how to get along with others, how to build and maintain self-confidence, and the values and behaviors that lead to both self-respect and respect from others. Because Archie, Jughead, Betty, Veronica and their classmates are engaging characters with whom young viewers easily identify, they serve as excellent role models. As they deal with such pro-social issues as trust and trustworthiness, honesty, loyalty, perseverance, dependability, diversity, self-reliance, and self-respect, their struggles teach young viewers through concrete illustrations certain "life lessons" that both parents and teachers value.</p>			

Title of Analog Core Program #3		Origin	
The Littles		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-Emptions
Commencing February 12, Tuesdays & Thursdays from 7-7:30am, 7:30-8am, 8-8:30am & 8:30-9am		56	0
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	5 years	9 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series focuses on one particular family of Littles: Grandpa (gruff, wise, and intent on sharing his wisdom with the younger Littles), Mom and Dad, Dinky (an irrepressible teen with a wild imagination who can be counted on to leap before he looks), and Tom and Lucy, the two youngest. They inhabit the walls of the home of 12-year-old Henry Big and his parents. Henry is the only human who knows about the Littles; his archeologist parents know that their boy sometimes acts a little strangely, and occasionally appears to talk to the walls, but don't really know why. The only one who suspects Henry's secret is a sinister scientist named Hunter. He believes, but cannot prove, that the Littles exist and strives to capture them to prove his theory. These elements provide the ingredients for constant adventure, constant surprise and engaging pro-social lessons. In their quest to become productive adults, the Littles and their friend Henry face the same kinds of problems that young children face every day -- issues of friendship, jealousy, honesty, prejudice, consideration for others, kindness, responsibility, risk-taking, and more. Each episode of the Littles focuses on one such issue, presenting it in explicit, concrete terms. Young and attractive characters with whom children can identify carry out these actions, serving as excellent role models for young viewers. Younger and older children, boys and girls, loners and social butterflies, all can find a character with whom to identify and from whom to learn. And last but far from least, the character of Grandpa, a wise, experienced, older Little who clearly loves and cares for the Little kids, functions as the kind of non-threatening, non-didactic teacher to whom children respond. He frequently articulates the lesson inherent in the action as he interacts with and advises the Little children. He is the best kind of teacher. The exciting adventures of the Littles and the suspense generated by their frequent narrow escapes from Dr. Hunter are designed to capture and hold young viewers' attention. The explicitness with which each lesson is articulated and role models with whom children can identify are designed to ensure that children note and understand the embedded pro-social content as they derive delight from the action.</p>			

Title of Analog Core Program #4	Origin

Sabrina's Secret Life		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Commencing February 12 through March 4, Sundays from 7-7:30am & 7:30-8am		6	0
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series focuses on a witch named Sabrina who struggles to understand and master her human side as she enters junior high school. In each episode, Sabrina confronts her two sides and discovers that the magic of becoming a human being -- for example, learning human attributes such as loyalty, honesty, self-efficacy, tolerance, perseverance and independence -- can be very demanding. As Sabrina struggles to understand and master her human side, she serves as an ideal role-model for the young audience. Sabrina is positive, self-reliant, competent and open to new ideas. And, she faces the same kinds of issues and problems that most contemporary pre-teens encounter, each of which Sabrina deals with in a concrete way that is relevant to the lives of today's kids. As Sabrina listens and learns, lessons in what it takes to become a positive human being are reinforced for the young viewing audience.</p>			

Title of Analog Core Program #5		Origin	
Archie's Weird Mysteries		SYNDICATED	
Regular Schedule		Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Commencing March 5 through the end of the quarter, Sundays from 7-7:30am & 7:30-8am		6	0
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	11 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In each episode of this series, Archie and the gang negotiate their way through yet another "weird mystery." They encounter many of the same problems and issues confronting today's pre-teens, such as how to get along with others, how to build and maintain self-confidence, and the values and behaviors that lead to both self-respect and respect from others. Because Archie, Jughead, Betty, Veronica and their classmates are engaging characters with whom young viewers easily identify, they serve as excellent role models. As they deal with such pro-social issues as trust and trustworthiness, honesty, loyalty, perseverance, dependability, diversity, self-reliance, and self-respect, their struggles teach young viewers through concrete illustrations certain "life lessons" that both parents and teachers value.</p>			

Non-Core Educational and Informational Programming

- 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

- 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	
Sabrina's Secret Life		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Mondays & Saturdays from 8-8:30am & 8:30-9am		52	
Length of Program	Age of Target Audience		
	From	To	

30 minutes	9 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>This series focuses on a witch named Sabrina who struggles to understand and master her human side as she enters junior high school. In each episode, Sabrina confronts her two sides and discovers that the magic of becoming a human being -- for example, learning human attributes such as loyalty, honesty, self-efficacy, tolerance, perseverance and independence -- can be very demanding. As Sabrina struggles to understand and master her human side, she serves as an ideal role-model for the young audience. Sabrina is positive, self-reliant, competent and open to new ideas. And, she faces the same kinds of issues and problems that most contemporary pre-teens encounter, each of which Sabrina deals with in a concrete way that is relevant to the lives of today's kids. As Sabrina listens and learns, lessons in what it takes to become a positive human being are reinforced for the young viewing audience.</p>		

Title of Planned Core Program #2		Origin
Archie's Weird Mysteries		SYNDICATED
Regular Schedule		Total Times to be Aired
Mondays & Saturdays from 7-8am; Wednesdays & Fridays & Sundays from 7-9am		208
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>In each episode of this series, Archie and the gang negotiate their way through yet another "weird mystery." They encounter many of the same problems and issues confronting today's pre-teens, such as how to get along with others, how to build and maintain self-confidence, and the values and behaviors that lead to both self-respect and respect from others. Because Archie, Jughead, Betty, Veronica and their classmates are engaging characters with whom young viewers easily identify, they serve as excellent role models. As they deal with such pro-social issues as trust and trustworthiness, honesty, loyalty, perseverance, dependability, diversity, self-reliance, and self-respect, their struggles teach young viewers through concrete illustrations certain "life lessons" that both parents and teachers value.</p>		

Title of Planned Core Program #3		Origin
The Littles		SYNDICATED
Regular Schedule		Total Times to be Aired
Tuesdays & Thursdays from 7-7:30am, 7:30-8am, 8-8:30am & 8:30-9am		104
Length of Program	Age of Target Audience	
30 minutes	From	To
	5 years	9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>This series focuses on one particular family of Littles: Grandpa (gruff, wise, and intent on sharing his wisdom with the younger Littles), Mom and Dad, Dinky (an irrepressible teen with a wild imagination who can be counted on to leap before he looks), and Tom and Lucy, the two youngest. They inhabit the walls of the home of 12-year-old Henry Big and his parents. Henry is the only human who knows about the Littles; his archeologist parents know that their boy sometimes acts a little strangely, and occasionally appears to talk to the walls, but don't really know why. The only one who suspects Henry's secret is a sinister scientist named Hunter. He believes, but cannot prove, that the Littles exist and strives to capture them to prove his theory. These elements provide the ingredients for constant adventure, constant surprise and engaging pro-social lessons. In their quest to become productive adults, the Littles and their friend Henry face the same kinds of problems that young children face every day -- issues of friendship, jealousy, honesty, prejudice, consideration for others, kindness, responsibility, risk-taking, and more. Each episode of the Littles focuses on one such issue, presenting it in explicit, concrete terms. Young and attractive characters with whom children can identify carry out these actions, serving as excellent role models for young viewers. Younger and older children, boys and girls, loners and social butterflies, all can find a character with whom to identify and from whom to learn. And last but far from least, the character of Grandpa, a wise,</p>		

experienced, older Little who clearly loves and cares for the Little kids, functions as the kind of non-threatening, non-didactic teacher to whom children respond. He frequently articulates the lesson inherent in the action as he interacts with and advises the Little children. He is the best kind of teacher. The exciting adventures of the Littles and the suspense generated by their frequent narrow escapes from Dr. Hunter are designed to capture and hold young viewers' attention. The explicitness with which each lesson is articulated and role models with whom children can identify are designed to ensure that children note and understand the embedded pro-social content as they derive delight from the action.

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
Amy Brown		972-788-0533
Address		E-mail Address
3310 Keller Springs Rd., Ste 105		Amy.Brown@MTVN.com
City	State	ZIP Code
Carrollton	TX	75006

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.

In addition to airing the core programming as described above, the station airs public service announcements and community affairs programs that have a significant purpose of educating and informing children (e.g., public service announcements related to children's health issues and the importance of education).

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
Caballero Acquisition Inc.	
Date	
06/06/2007	