

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: 12/31/2009 Filed on: 01/11/2010

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).
- | |
|-------------------|
| 4.00 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).
- | |
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| TV Guide; Tribune Media Services; The Salinas Californian |
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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	
Doug		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Mon. 7:00am-7:30am, 7:30am-8:00am	26	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Doug is a young pre-teen who has Walter Mittyish-type fantasies in recounting his daily activities with friends and family. The overall educational value of the show lies in the basic life lessons offered by the program that encourage youngsters to have self-confidence, be honest, and offer assistance when friends and family are in need. Doug, the central character, is very identifiable to the 6-12 year old target demographic and experiences typical issues and behaviors that members of the show's pre-teen audience will relate to. The Doug character is a sensitive, insecure pre-teen whose innocence and trusting nature are the basis for many of the episodes. His cadre of friends represents typical types of pre-teens, making each of the episodes resonate with the audience. Doug also includes other important lessons for this demographic in the areas of social learning and personal growth by using a journal to express his feelings, insecurities and thoughts about people, places and relationships. The use of the journal offers children an opportunity to see the value of expressing one's thoughts in seeking satisfactory resolutions to problems and a means by which to communicate one's private</p>			

feelings. The program's structure also offers the audience methods they can use to deal with situations of conflict, confusion and experiencing new things.

Title of Analog Core Program #2		Origin	
Gullah Gullah Island		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Wed. 7:00am-7:30am, 7:30am-8:00am; Fri. 7:00am-7:30am	39	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	7 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Gullah Gullah Island is a charming show designed for pre-schoolers. Each episode offers a mixture of curriculum-based and social learning for young children ages 3-7. Episodes usually address an overarching theme accompanied with a series of play songs designed to reinforce the learning concepts. The program offers strong educational messages for young children in terms of social learning, focusing on relationships, accepting responsibility, and learning about the environment. The show involves a family on an island called Gullah Gullah. The program includes a nuclear family and an extended family. The show also includes a fantasy character called Binyah Binyah who offers additional storylines involving pets, responsibility and friendships.</p>			

Title of Analog Core Program #3		Origin	
Allegra's Window		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Tues. 7:00am-7:30am, 7:30am-8:00am; Thur. 7:00am-7:30am	40	0	
Length of Program	Age of Target Audience		E/I 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			
<p>Allegra's Window is an early childhood vehicle that introduces youngsters from the ages of 2 1/2 to 5 to the adventures of a young pre-schooler by the name of Allegra. The show explores basic life lessons for pre-schoolers. Allegra's exploits take her into the world of making new friends, becoming more grown up and mature, and identifying and verbalizing the feelings and emotions that are experienced by this demographic. The underlying themes of the show incorporate musical concepts and terms with characters, situations, and original songs. The component of expressing yourself through song offers both a charming and instructional tool for youngsters to begin to identify with the main characters and express their own feelings.</p>			

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	
Doug		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Mon. 7:00am-7:30am, 7:30am-8:00am		26	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	6 years	12 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Doug is a young pre-teen who has Walter Mittyish-type fantasies in recounting his daily activities with friends and family. The overall educational value of the show lies in the basic life lessons offered by the program that encourage youngsters to have self-confidence, be honest, and offer assistance when friends and family are in need. Doug, the central character, is very identifiable to the 6-12 year old target demographic and experiences typical issues and behaviors that members of the show's pre-teen audience will relate to. The Doug character is a sensitive, insecure pre-teen whose innocence and trusting nature are the basis for many of the episodes. His cadre of friends represents typical types of pre-teens, making each of the episodes resonate with the audience. Doug also includes other important lessons for this demographic in the areas of social learning and personal growth by using a journal to express his feelings, insecurities and thoughts about people, places and relationships. The use of the journal offers children an opportunity to see the value of expressing one's thoughts in seeking satisfactory resolutions to problems and a means by which to communicate one's private feelings. The program's structure also offers the audience methods they can use to deal with situations of conflict, confusion and experiencing new things.

Title of Planned Core Program #2		Origin	
Gullah Gullah Island		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Wed., 7:00am-7:30am, 7:30am-8:00am; Fri., 7:00am-7:30am		39	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	3 years	7 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Gullah Gullah Island is a charming show designed for pre-schoolers. Each episode offers a mixture of curriculum-based and social learning for young children ages 3-7. Episodes usually address an overarching theme accompanied with a series of play songs designed to reinforce the learning concepts. The program offers strong educational messages for young children in terms of social learning, focusing on relationships, accepting responsibility, and learning about the environment. The show involves a family on an island called Gullah Gullah. The program includes a nuclear family and an extended family. The show also includes a fantasy character called Binyah Binyah who offers additional storylines involving pets, responsibility and friendships.

Title of Planned Core Program #3		Origin	
Allegra's Window		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Tues., 7:00am-7:30am, 7:30am-8:00am; Thur. 7:00am-7:30am		38	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	2 years	5 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Allegra's Window is an early childhood vehicle that introduces youngsters from the ages of 2 1/2 to 5 to the adventures of a young pre-schooler by the name of Allegra. The show explores basic life lessons for pre-schoolers. Allegra's exploits take her into the world of making new friends, becoming more grown up and mature, and identifying and verbalizing the feelings and emotions that are experienced by this demographic. The underlying themes of the show incorporate musical concepts and terms with characters, situations, and original songs. The component of expressing yourself through song offers both a charming and instructional tool for youngsters to begin to identify with the main characters and express their own feelings.

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
Rosa Gutierrez		972-788-0533
Address		E-mail Address
3310 Keller Springs Rd., Ste 105		Rosa.Gutierrez@mtvstaff.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 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	
01/11/2010	