

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: 09/30/2009 Filed on: 10/09/2009

| | | | | | |
|-------------|---------------------------------|--------------|-----------|--------------------------------|--------------|
| Call Sign | Channel Numbers | City | State | Community of License County | ZIP Code |
| KWHB | (analog) 47 (digital) | TULSA | OK | TULSA | 74133 |

Licensee Name

LESEA BROADCASTING OF TULSA

| | | |
|---------------------|--------------|---|
| Network Affiliation | Nielsen DMA | Licensee World Wide Web Home Page Address (if applicable) |
| | Tulsa | WWW.KWHB.COM |

| | | |
|--------------|------------------------------------|---------------------------------|
| Facility ID | Previous Call Sign (if applicable) | License Renewal Expiration Date |
| 37009 | | 2014-06-21 |

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. **8.50 hours**
(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? **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. Y
 If No to 7(c), submit as an Exhibit a Statement of Explanation. (None Required)
- 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. 0.00 hours
- (b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. Sec 47 C.F.R. §73.671. 0.00 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).

Listings@vvinc.net, TV GUIDE, TRIBUNE MEDIA, TULSA WORLD, FYI TELEVISION.

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 | |
| ANIMAL EXPLORATION | | SYNDICATED | |
| Regular Schedule | Total Times Aired at Regularly Scheduled Time | Number of Pre-emptions | |
| SATURDAY'S @ 7:00AM | 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

EACH WEEK, JAROD LOOKS AT EXOTIC & DEMESTIC ANIMALS FROM HIS OWN UNIQUE EXPERIENCES TRAVELING TO ZOOS AND AQUARIUMS TO EXPLORE ANIMALS THAT FIT A PARTICULAR THEME, WHETHER IT'S THE NEED FOR SPEED OR ANIMAL HEROES. IT IS THE MISSION OF THIS PROGRAM TO INSPIRE VIEWERS, CHILDREN & ADULTS ALIKE, TO PRESERVE THE INNATE HUMANE INSTINCT TO EXPLORE

| | | | |
|----------------------------------|---|------------------------|-----------------------------|
| Title of Digital Core Program #2 | | Origin | |
| AQUA KID'S | | SYNDICATED | |
| Regular Schedule | Total Times Aired at Regularly Scheduled Time | Number of Pre-emptions | |
| SATURDAYS @ 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

AQUA KIDS MOTIVATES YOUNG PEOPLE TO TAKE AN ACTIVE ROLE IN PRESERVING AQUATIC ENVIRONMENTS & WILD LIFE BY SHOWING HOW OTHER KIDS, JUST LIKE THEM, CAN DO THE SAME. WHETHER IT'S SAVING SEA TURTLES OR PARTICIPATING IN BEACH CLEANUP. THE AWUATIC KIDS DEMONSTRATE THE REAL AND LASTING CONTRIBUTION CHILDREN CAN MAKE IN PROTECTING THEIR COMMUNITY & THE WORLD.

| | | | |
|----------------------------------|---|------------------------|-----------------------------|
| Title of Digital Core Program #3 | | Origin | |
| WILD ABOUT ANIMALS | | SYNDICATED | |
| Regular Schedule | Total Times Aired at Regularly Scheduled Time | Number of Pre-emptions | |
| SATURDAY'S @ 8:00AM | 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

A RANGE OF WILD AND DEMESTICATED ANIMALS ARE FEATURED EACH SHOW INCLUDING: CANINES & ANIMALS STARS. THIS SHOW ALSO FEATURES CELEBRITY OWNERS AND HEROIC PET STORIES.

| | | | |
|----------------------------------|---|------------------------|-----------------------------|
| Title of Digital Core Program #4 | | Origin | |
| WHAT'S UP?/QUE PASA | | SYNDICATED | |
| Regular Schedule | Total Times Aired at Regularly Scheduled Time | Number of Pre-emptions | |
| SATURDAY'S @8:30AM | 13 | 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

WHAT'S UP? IS A WEEKLY MULTICULTURAL SHOW FOR KIDS THAT COMBINES ENTERTAINMENT & EDUCATION IN A UNIQUE, ENGAGING WAY. EACH WEEK THE SHOW BILINGUALLY PRESENTS A NEW THEME, SUCH AS: CROSS CULTURAL UNDERSTANDING, THE DANGERS OF SMOKING, READING APPRECIATION, AND THE DANGERS OF DRUGS, ETC. ALL INTRODUCED TO THE VIEWER BY A COMBINATION OF RAP AND HUMOR.

| | | | |
|--------------------------------------|---|------------------------|-----------------------------|
| Title of Digital Core Program #5 | | Origin | |
| JACK HANNA'S ANIMAL ADVENTURE | | SYNDICATED | |
| Regular Schedule | Total Times Aired at Regularly Scheduled Time | Number of Pre-emptions | |
| SATURDAY'S @9:00AM | 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

: JACK HANNA'S ANIMAL ADVENTURE WILL GIVE CHILD VIEWERS AN INSIDE LOOK INTO THE WONDERFUL WORLD OF THE ANIMAL KINGDOM. THEY WILL BEGİN TO UNDERSTAND ABOUT THE LARGER PICTURE OF HOW NATURE & THE ENVIRONMENT PLAY INTO THE WHOLE WORLD'S ECOLOGICAL SYSTEM, INCLUDING HUMANS AND ANIMALS.

| | | | |
|----------------------------------|---|------------------------|-----------------------------|
| Title of Digital Core Program #6 | | Origin | |
| JANE'S SEW AND SO | | SYNDICATED | |
| Regular Schedule | Total Times Aired at Regularly Scheduled Time | Number of Pre-emptions | |
| SATURDAY'S @9:30AM | 9 | 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

USING SIMPLE TECHNIQUES, JANE USES HER EXTENSIVE SEWING EXPERTISE AND CRAFTY SECRETS TO MAKE EVEN THE MOST ELABORATE STYLES EASY TO REPLICATE. JANE SEW AND SO NOT ONLY TEACHES PEOPLE HOW TO SEW, BUT GIVES THEM THE CONFIDENCE THEY NEED TO RECOGNIZE THEIR OWN ARTISTIC ABILITIES AND EXPRESS THEIR INDIVIDUALITY THROUGH SEWING.

| | |
|----------------------------------|--------|
| Title of Digital Core Program #7 | Origin |
|----------------------------------|--------|

LAURA MCKENZIE'S TRAVELER

SYNDICATED

Regular Schedule: **SATURDAY'S @ 9:30AM** Total Times Aired at Regularly Scheduled Time: **4** Number of Pre-emptions: **0**

Length of Program: **30 minutes** Age of Target Audience: From **13 years** To **16 years** E-I Symbol Used As Required: **Y**

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

LAURA TRAVELS AROUND THE WORLD, SHOWING KID'S AND ADULTS ALIKE THE BEAUTIES OF EACH PLACE. SHE GIVES TIPS AND ADVICE ON HOTELS, STORES, MONUMENTS, ARCHITECTURE, ETC. LAURA GIVES PEOPLE THE CONFIDENCE AND KNOWLEDGE TO TRAVEL THEMSELVES.

Title of Digital Core Program #8

Origin

MISSING

SYNDICATED

Regular Schedule: **SATURDAY'S @10:00AM** Total Times Aired at Regularly Scheduled Time: **13** Number of Pre-emptions: **0**

Length of Program: **30 minutes** Age of Target Audience: From **13 years** To **16 years** E-I Symbol Used As Required: **Y**

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

?MISSING? IS A NATIONALLY-SYNDICATED WEEKLY TELEVISION SERIES FEATURING ACTUAL CASES OF MISSING PERSONS, BOTH CHILDREN AND ADULTS FROM ACROSS NORTH AMERICA. WORKING WITH LOCAL, STATE & FEDERAL LAW ENFORCEMENT AGENCIES, INCLUDING THE FBI, AND MISSING PERSONS ORGANIZATIONS SUCH AS THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN, OUR GOAL IS TO PROVIDE VIEWERS WITH VITAL FACTS ABOUT MISSING INDIVIDUALS AND TO INCREASE PUBLIC AWARENESS

Title of Digital Core Program #9

Origin

LASSIE

SYNDICATED

Regular Schedule: **MONDAY-FRIDAY @3:00PM** Total Times Aired at Regularly Scheduled Time: **66** Number of Pre-emptions: **0**

Length of Program: **30 minutes** Age of Target Audience: From **13 years** To **16 years** E-I Symbol Used As Required: **Y**

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

LASSIE FOLLOWS THE STORY OF TIMMY, LASSIE AND TIMMY'S FAMILY AS HE GROWS UP LIVING ON A FARM. TIMMY AND LASSIE LEARN VALUABLE LIFE LESSONS AND YOUNG PEOPLE ARE TAUGHT HONESTY, VALUES, CONSEQUENCES AND MUCH MORE.

- 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? **Y**
- (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. *(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 | Age of Target Audience | |
| ANIMAL EXPLORATION | SYNDICATED | From | To |
| Regular Schedule | Total Times to be Aired | | |
| SATURDAY'S @7:00AM | 13 | 13 years | 16 years |
| Length of Program | | | |
| 30 minutes | | | |

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

EACH WEEK, JAROD LOOKS AT EXOTIC & DEMESTIC ANIMALS FROM HIS OWN UNIQUE EXPERIENCES TRAVELING TO ZOOS AND AQUARIUMS TO EXPLORE ANIMALS THAT FIT A PARTICULAR THEME, WHETHER IT'S THE NEED FOR SPEED OR ANIMAL HEROES. IT IS THE MISSION OF THIS PROGRAM TO INSPIRE VIEWERS, CHILDREN & ADULTS ALIKE, TO PRESERVE THE INNATE HUMANE INSTINCT TO EXPLORE.

| | | | |
|----------------------------------|-------------------------|------------------------|-----------------|
| Title of Planned Core Program #2 | Origin | Age of Target Audience | |
| AQUA KIDS | SYNDICATED | From | To |
| Regular Schedule | Total Times to be Aired | | |
| SATURDAY'S @7:30AM | 13 | 13 years | 16 years |
| Length of Program | | | |
| 30 minutes | | | |

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

AQUA KIDS MOTIVATES YOUNG PEOPLE TO TAKE AN ACTIVE ROLE IN PRESERVING AQUATIC ENVIRONMENTS & WILD LIFE BY SHOWING HOW OTHER KIDS, JUST LIKE THEM, CAN DO THE SAME. WHETHER IT'S SAVING SEA TURTLES OR PARTICIPATING IN BEACH CLEANUP. THE ANUATIC KIDS DEMONSTRATE THE REAL AND LASTING CONTRIBUTION CHILDREN CAN MAKE IN PROTECTING THEIR COMMUNITY & THE WORLD.

| | | | |
|----------------------------------|-------------------------|------------------------|----|
| Title of Planned Core Program #3 | Origin | Age of Target Audience | |
| WILD ABOUT ANIMALS | SYNDICATED | From | To |
| Regular Schedule | Total Times to be Aired | | |
| SATURDAY'S @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

A RANGE OF WILD AND DEMESTICATED ANIMALS ARE FEATURED EACH SHOW INCLUDING: CANINES & ANIMALS STARS. THIS SHOW ALSO FEATURES CELEBRITY OWNERS AND HEROIC PET STORIES.

Title of Planned Core Program #4 Origin
WHAT'S UP?/QUE PASA? **SYNDICATED**
 Regular Schedule Total Times to be Aired
SATURDAY'S @8:30AM **13**

Length of Program Age of Target Audience
 30 minutes From To
6 years 12 years

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

WHAT'S UP? IS A WEEKLY MULTICULTURAL SHOW FOR KIDS THAT COMBINES ENTERTAINMENT & EDUCATION IN A UNIQUE, ENGAGING WAY. EACH WEEK THE SHOW BILINGUALLY PRESENTSA NEW THEME, SUCH AS: CROSS CULTURAL UNDERSTANDING, THE DANGERS OF SMOKING, READING APPRECIATION, AND THE DANGERS OF DRUGS, ETC. ALL INTRODUCED TO THE VIEWER BY A COMBINATION OF RAP AND HUMOR.

Title of Planned Core Program #5 Origin
JACK HANNA'S ANIMAL ADVENTURE **SYNDICATED**
 Regular Schedule Total Times to be Aired
SATURDAY'S @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

JACK HANNA'S ANIMAL ADVENTURE WILL GIVE CHILD VIEWERS AN INSIDE LOOK INTO THE WONDERFUL WORLD OF THE ANIMAL KINGDOM. THEY WILL BEGIN TO UNDERSTAND ABOUT THE LARGER PICTURE OF HOW NATURE & THE ENVIRONMENT PLAY INTO THE WHOLE WORLD'S ECOLOGICAL SYSTEM, INCLUDING HUMANS AND ANIMALS.

Title of Planned Core Program #6 Origin
LAURA MCKENZIE'S TRAVELER **SYNDICATED**
 Regular Schedule Total Times to be Aired
SATURDAY'S @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

LAURA TRAVELER AROUND THE WORLD, SHOWING KID'S AND ADULTS ALIKE THE BEAUTIES OF EACH PLACE. SHE GIVES TIPS AND ADVICE ON HOTELS, STORES, MONUMENTS, ARCHITECTURE, ETC. LAURA GIVES PEOPLE THE CONFIDENCE AND KNOWLEDGE TO TRAVEL THEMSELVES.

Title of Planned Core Program #7 Origin
MISSING **SYNDICATED**

Regular Schedule Total Times to be Aired
SATURDAY'S @10:00AM **13**

Length of Program Age of Target Audience
30 minutes From **13 years** To **16 years**

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

?MISSING? IS A NATIONALLY-SYNDICATED WEEKLY TELEVISION SERIES FEATURING ACTUAL CASES OF MISSING PERSONS, BOTH CHILDREN AND ADULTS FROM ACROSS NORTH AMERICA. WORKING WITH LOCAL, STATE & FEDERAL LAW ENFORCEMENT AGENCIES, INCLUDING THE FBI, AND MISSING PERSONS ORGANIZATIONS SUCH AS THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN, OUR GOAL IS TO PROVIDE VIEWERS WITH VITAL FACTS ABOUT MISSING INDIVIDUALS AND TO INCREASE PUBLIC AWARENESS.

Title of Planned Core Program #8 Origin
LONE RANGER **SYNDICATED**

Regular Schedule Total Times to be Aired
MONDAY-FRIDAY @3:00PM **66**

Length of Program Age of Target Audience
30 minutes From **13 years** To **16 years**

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

THE LONE RANGER AND HIS TRUSTY SIDE-KICK TONTO, FIGHT AGAINST, ROBBERS, MURDERERS,ETC. THE LONE RANGER TEACHES VALUABLE LESSONS OF TRUST, HONESTY, MODESTY AND FAITH.

- 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
JUSTIN JOHNSON **(918) 254-4701**

Address E-mail Address
8835 S MEMORIAL DR. **JJOHNSON@LESEA.COM**

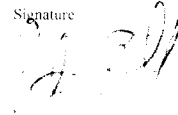
City State ZIP Code
TULSA **OK** **74133**

- 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.
- KWHB STRIVES TO PROVIDE PROGRAMMING THAT IS NOT ONLY COMPLYING WITH THE CHILDREN'S TELEVISION ACT, BUT ALSO PROVIDES A POSITVE FAMILY ORIENTATION TO OUR SCHEDULE. WE AT KWHB STRIVE TO GET PARENTS INTERESTED AND INVOLVED IN WHAT THEIR CHILDREN ARE WATCHING. WE PROVIDE EDUCATING AND ENTERTAINING SHOWS THAT WILL ENABLE THIS COOPERATION.**

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 

LESEA BROADCASTING OF TULSA

Date

07/09/2009

FCC Form 398
March 2006



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Submission Confirmation

Confirmation Number 99171
Call Sign KWHB
Filing Quarter Date 09/30/2009
Filing Date 10/09/2009

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
[More FCC Contact Information...](#)

Phone: 1-888-CALL-FCC (1-888-225-5322)
TTY: 1-888-TELL-FCC (1-888-835-5322)
Fax: 1-866-418-0232
E-mail: fccinfo@fcc.gov

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