

Federal Communications Commission  
Washington, DC 20554

Approved by OMB  
3160-0754

## FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 03/31/2011

Call Sign	Channel Numbers	Community of License			
KYTV	3 (analog)	City	State	County	ZIP Code
	44 (digital)	Springfield	MO	GREENE	65807
Licensee Name					
KY3, INC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network: NBC		Springfield MO	www.ky3.com		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
36003			02/01/2006		

### 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).
- 3.31 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)
- Springfield News-Leader FYI Television NBC Affiliate Relations HRP Mountain Grove News-Journal Tribune Media TV Guide Video View Webster Co. Citizen
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.	3.31 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.	336 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.	6.88 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)	

Springfield News-Leader FYI Television NBC Affiliate Relations HRP Mountain Grove News-Journal Tribune Media TV Guide Video View Webster Co. Citizen

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete each below for each Core Program.

Title of Digital Core Program #1		Origination		
Turbo Dogs (KYTV)		NETWORK		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
SAT 9AM	13			
Length of Program	30 minutes	Age of Target Audience		F/I Symbol Used As Required
		From	To	
		4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
Turbo Dogs is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.				

Title of Digital Core Program #2		Origination		
SHELLDON (KYTV)		NETWORK		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
SAT 930AM	13			
Length of Program	30 minutes	Age of Target Audience		F/I Symbol Used As Required
		From	To	
		4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in				

the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.

Title of Digital Core Program #3		Origination	
MAGIC SCHOOL BUS (KYTV)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 10AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	9 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The Magic School Bus is a classic show that features the most adventuresome teacher on the planet, Ms. Frizzle and her group of students who dutifully follow her approach to education-- by taking magical field trips to learn about anything that interests her or them. The students are all curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.</p>			
Total Times Aired	Number of Pre-emptions for other than Breaking News		Number of Pre-emptions Rescheduled
13	1		1
Pre-emption #1			
Date Preempted Episode #	If rescheduled, date and time reschedule		If the rescheduled date the second home*
1/1/11 / MSB110	1/9/11 10AM		N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			Y
Reason for Pre-emption	PUBLIC INTEREST		

Title of Digital Core Program #4		Origination	
BABAR (KYTV)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 10:30AM	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Based on the books by Laurent de Brunhoff, 'Babar' is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.</p>			
Total Times Aired	Number of Pre-emptions for other than Breaking News		Number of Pre-emptions Rescheduled

13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
1/1/11 / BAR201	1/9/11 1030AM	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	PUBLIC INTEREST	

Title of Digital Core Program #5		Origination	
WILLA'S WILD LIFE (KYTV)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 11am	12		
Length of Program	Age of Target Audience		F-I Symbol Used As Required
30 minutes	From	To	
	4 years	8 years	Y

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

Willa is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
1/1/11 / WIL013	1/9/11 1230P	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	PUBLIC INTEREST	

Title of Digital Core Program #6		Origination	
PEARLIE (KYTV)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 11:30AM	12		
Length of Program	Age of Target Audience		F-I Symbol Used As Required
30 minutes	From	To	
	4 years	6 years	Y

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

Pearlie recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch rival, Saphira who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so ultimately every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira.

Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
1/1/11 / PEA111	1/9/11 1PM	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	PUBLIC INTEREST	

Title of Digital Core Program #7		Origination
INTO THE WILD (KYTV)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SAT 1230PM	8	
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	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

While Jack Hanna introduces the habitat and the wildlife, regional guides are given the "expert" status and the viewer becomes engaged in the natural environment with the same enthusiasm as Jack's family. The sub-note feature adds educational value to the program content and enhances the scientific foundation.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
8	5	0
Preemption #1		
Date Preempted Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
1/1/11 406	N/A	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	PUBLIC INTEREST	

Preemption #2		
Date Preempted Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
1/8/11 407	N/A	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	SPORTS	

Preemption #3		
Date Preempted Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
1/15/11 408	N/A	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	OTHER	

Preemption #4		
Date Preempted Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?

3/5/11 414	N/A	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	SPORTS	
Preemption <sup>1-5</sup>		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
3/12/11 409	N/A	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	SPORTS	

Title of Digital Core Program <sup>28</sup>		Originator	
CUBIX: ROBOTS FOR EVERYONE (KCZ) LTC 2/12/11		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7am & 730am	14		
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			
<p>Cubix: Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But it's a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Whether it is Connor facing a difficult initiation task in order to join the Botties; Chip dealing with his insecurities because he isn't as tall as the others; Charles' bragging; Cubix being blamed for something that he didn't do; Endruix' stage fright; or Antonio's jealousy during a competition that leads him to act like a spoilsport, the Botties face the same real-life conflicts and fears that children face. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles. These lessons resonate as the Botties work together to defeat Dr. K. and his evil schemes.</p>			

Title of Digital Core Program <sup>29</sup>		Originator	
MAGI-NATION (KCZ) FTC 2/19/11		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 7AM & 730AM	12		
Length of Program	Age of Target Audience		E-I Symbol Used As Required
	From	To	
30 minutes	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The general learning goal and discrete educational objectives are fully integrated with the story-line, characters and settings that make up "Magi-Nation". By focusing on the thrilling adventures of Tony, Edyn and Strag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.</p>			

Title of Digital Core Program #10		Origination	
Edgemont (KCZ)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
M-F 7:00am	64		
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			
Edgemont is a television program designed for middle and high school students aged 13-16 years-old and is rated TV-PG. Originally produced by Canada's public broadcaster, CBC, the series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each 30-minute episode generally focuses on the children's activities at AC McKenley Secondary School.			

Title of Digital Core Program #11		Origination	
REAL LIFE 101 (KCZ)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 12P	11		
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			
Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience.			

Title of Digital Core Program #12		Origination	
JACK HANNA ANIMAL ADVENTURES #1 & #2 (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 11AM / SUN 11AM	26		
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			
The series is endearingly successful to a broad segment of viewers because of Jack's enthusiasm and wonderment with every creature and experience he encounters. No intellectual pomp or indifference with Jack -- he remains inquisitive and unassuming while entertaining and educating his audience. Jack Hanna is truly "everyperson's" television zoologist. As an FCC-friendly program, Jack Hanna's Animal Adventures provides wildlife and family entertainment programming at its best.			

Title of Digital Core Program #13		Origination	
ANIMAL EXPLORATION WITH JAROD MILLER (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 2PM	13		

Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From 13 years	To 16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways.</p>			

Title of Digital Core Program #14		Originator
AQUA KIDS (KY3 24/7) (KYTV DT2)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SAT 4P	13	
Length of Program	Age of Target Audience	
30 minutes	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		
<p>Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. For over 7 years, our host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures and what they've learned about preserving a world for everyone to explore.</p>		

Title of Digital Core Program #15		Originator
PETS.TV (b) (KY3 24/7) (KYTV DT2)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUN 2PM	13	
Length of Program	Age of Target Audience	
30 minutes	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		
<p>Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love</p>		

Title of Digital Core Program #16		Originator
MYSTERY HUNTERS (KY3 24/7) (KYTV DT2)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUN 4PM	13	
Length of Program	Age of Target Audience	
30 minutes	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		

Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs.

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?
- 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

### 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 informational program.

Title of Digital Non-Core Program #1		Origination
LAURA MCKENZIE TRAVELER (KCZ)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUNDAY 6AM	13	0
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Does the program have educating and informing children ages 16 and under as a significant purpose?		Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		Y
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?		Y
Description of Program		
LAURA MCKENZIE'S TRAVELER is an invaluable addition to the core programming element of all broadcast networks. This in-depth, high definition travel show offers entertaining, safe, educational and informational programming appropriate for general audiences of all ages, including children under the age of 16. Through the use of on-site stand-ups, voice over monologues, environmental b-roll and pop-up 'Travel Tips,' Laura McKenzie's Traveler provides an educational journey to significant destinations around the world. Listed below are several educational components built into the fabric of the program that would qualify it as an effective and engaging teaching aid for use in the home, the classroom, and/or any other educational media venue.		
Date and Time Aired (if preempted and rescheduled)		
Title of Digital Non-Core Program #2		Origination
PETS.TV A (KYTV)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUN 1139A	6	7
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years

Does the program have educating and informing children ages 16 and under as a significant purpose?	Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?	Y
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?	Y
Description of Program	
Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love	
Date and Time Aired (if preempted and rescheduled)	

Title of Digital Non-Core Program #3		Origination
MISSING (KYTV)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
FRI 430AM	13	0
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Does the program have educating and informing children ages 16 and under as a significant purpose?	Y	
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?	Y	
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?	Y	
Description of Program		
Missing is a weekly half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. The program includes tips and information to keep children safe. Series is E/I rated and is suitable for family viewing.		
Date and Time Aired (if preempted and rescheduled)		

### 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
TURBO DOGS (KYTV)	NETWORK

Regular Schedule		Total Times to be Aired	
Sat / 9:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Turbo Dogs is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.</p>			

Title of Planned Core Program #2		Origination	
SHELLDON (KYTV)		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat 9:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowy shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.</p>			

Title of Planned Core Program #3		Origination	
MAGIC SCHOOL BUS (KYTV)		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat / 10:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

The Magic School Bus is a classic show that features the most adventuresome teacher on the planet, Ms. Frizzle and her group of students who dutifully follow her approach to education-- by taking magical field trips to learn about anything that interests her or them. The students are all curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class ha been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating

unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Fizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.

Title of Planned Core Program #4		Origination	
BABAR (KYTV)		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat / 10:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Based on the books by Laurent de Brunhoff, 'Babar' is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.</p>			

Title of Planned Core Program #5		Origination	
WILLA'S WILD LIFE (KYTV)		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat / 11:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Willa is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.</p>			

Title of Planned Core Program #6		Origination	
PEARLIE (KYTV)		NETWORK	
Regular Schedule		Total Times to be Aired	
Sat / 11:30am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Pearlie recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch rival, Saphira who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to</p>			

arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so ultimately every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities.

Title of Planned Core Program #7		Origination	
Into the Wild (KYTV)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sat 12pm		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			
While Jack Hanna introduces the habitat and the wildlife, regional guides are given the "expert" status and the viewer becomes engaged in the natural environment with the same enthusiasm as Jack's family. The sub-note feature adds educational value to the program content and enhances the scientific foundation.			

Title of Planned Core Program #8		Origination	
MAGI-NATION (KCZ)		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 7AM & 7:30AM (KCZ)		26	
Length of Program		Age of Target Audience	
30 minutes		From	To
		7 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
The target audience for "Magi Nation" is made up of seven to twelve year-old boys and girls across a broad spectrum of racial, ethnic, and socio-economic categories. The level of educational content is varied so as to be meaningful to youngsters throughout the age range - challenging younger viewers and reinforcing learning for older ones. SPECIFIC EDUCATIONAL OBJECTIVES: To help viewers learn to thoughtfully assess situations and logically set appropriate and responsible goals. To aid viewers to develop techniques associated with critical thinking and creativity in decision-making and problem solving with which to act. To encourage viewers to attain the independence and initiative to act on what is ethically right, and the determination and persistence to carry their aims through to fruition - even in the face of opposition. To teach viewers to accept and appreciate unique abilities and insights in themselves and others, and to employ teamwork to capitalize on individual strengths and overcome individual weaknesses. To encourage viewers to assimilate positive personal qualities, prosocial behaviors and life skills intended to better equip them to take responsible and functional roles within their environment. To increase viewers' core knowledge base and appreciation of the world around us by presenting information across a range of academic areas, including mathematics, language, earth science, ecology, botany, geography and meteorology.			

Title of Planned Core Program #9		Origination	
REAL LIFE 101 (KCZ)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sat 12p		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

Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience.

Title of Planned Core Program #10		Origination	
Edgemont (KCZ)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
M-F 7:00am		65	
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

Edgemont is a television program designed for middle and high school students aged 13-16 years-old and is rated TV-PG. Originally produced by Canada's public broadcaster, CBC, the series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each 30-minute episode generally focuses on the children's activities at AC McKenley Secondary School.

Title of Planned Core Program #11		Origination	
JACK HANNA ANIMAL ADVENTURES (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 11am / Sunday 11am		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

The series is endearingly successful to a broad segment of viewers because of Jack's enthusiasm and wonderment with every creature and experience he encounters. No intellectual pomp or indifference with Jack -- he remains inquisitive and unassuming while entertaining and educating his audience. Jack Hanna is truly "everyperson's" television zoologist. As an FCC-friendly program, Jack Hanna's Animal Adventures provides wildlife and family entertainment programming at its best.

Title of Planned Core Program #12		Origination	
ANIMAL EXPLORATION WITH JAROD MILLER (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sat / 2pm		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

Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways.

Title of Planned Core Program #13		Origination	
AQUA KIDS (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sat 4pm		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			
Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. For over 7 years, our host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures and what they've learned about preserving a world for everyone to explore.			

Title of Planned Core Program #14		Origination	
Pets.tv B (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUN 2PM		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			
Pets.TV celebrates the pets we love and the people who love them. Pet News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love			

Title of Planned Core Program #15		Origination	
MYSTERY HUNTERS (KY3 24/7) (KYTV DT2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sun 4pm		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			
Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs.			

15. Does the licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC Form 398) as required by 47 C.F.R. (73.352)(e)(1)(ii)? Y

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

Name	Telephone Number
Trenna Underhill	417 268-3000
Address	E-mail Address

999 W Sunshine		tunderhill@ky3.com
City	State	ZIP Code
Springfield	MO	65807

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act for 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.

QUBO PROGRAMMING PRE-EMPTED ON JAN 1 FOR TOURNAMENT OF ROSES PARADE. THE MORE YOU KNOW "The More You Know's" comprehensive website (themoreyouknow.com) compliments the on-air public service announcements, while providing in-depth referral information for viewers. Content includes: video of all current public service announcements, a general campaign overview, message boards, press releases, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewedOU KNOW WEBSITE

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
KY3, Inc.	
Date	
4/5/2011	