

FCC 398  
Children's Television Programming Report

Report reflects information for the filing period ending: 06/30/2009 Filed on: 07/07/2009

Call Sign Channel NumbersCommunity of License

KNOP-	(analog)	City	State	County	ZIP
TV	2 (digital)	NORTH PLATTENE	LINCOLN		69101

Licensee Name

HOAK MEDIA OF NEBRASKA, LLC.

Network Nielsen Licensee World Wide Web Home Page Address (if

Affiliation DMA applicable)

NBC North Platte www.knopnews2.com

Facility IDPrevious Call Sign (if applicable)License Renewal Expiration Date

49273 2014-06-01

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).

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. 3.00 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. If No to 7(c), submit as an Exhibit a Statement of Explanation. Y  
(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. See 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).  
TV GUIDE, TRIBUNE MEDIA, TV DATA, PREVIEW NETWORKS
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                      |
|--|-----------------------------|
| VEGIE TALES  | NETWORK                     |
| Regular Schedule   | Number of Pre-emptions      |
| SA 9 AM, 12 PM, 7 AM   | 13<br>0                     |
| Length of Program  | Age of Target Audience      |
| 30 minutes   | From 4 years To 8 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  |                             |
| A CHILDREN'S SERIES FEATURING ANIMATED VEGETABLES WHO TEACH LIFE LESSONS THROUGH STORES. HOSTED BY BOB THE TOMATO AND LARRY THE CUCUMBER, EACH EPISODE BEGINS BY ESTABLISHING THE PROBLEM, USES SHORT STORES TO PARALLEL THE SITUATION WITH A PROBLEM AND SOLUTION, AND ENDS BY REITERATING THE PROPOSED SOLUTION AND THE LIFE LESSON LEARNED THROUGH EXPERIENCE. THE SHOW COMMUNICATES SOCIAL-EMOTIONAL MESSAGES THAT TEACH THE CORE VALUES OF HONESTY KINDNESS, FORGIVENESS, AND APPRECIATION FOR ALL. |                             |

Title of Digital Core Program #2	Origin
3-2-1 PENGUINS	NETWORK
Regular Schedule	Number of Pre-
	Total Times Aired at Regularly

	Scheduled Time		Pre-emptptions
	SA 9:30 AM, 7:30 AM, 12:30 PM	13	0
Length of Program		Age of Target Audience	E/I Symbol Used As Required
30 minutes		From 4 years	To 8 years Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming  
**DRAWS UPON CHARACTERS FROM TWO STORIES AND USES BOTH LONG AND SHORT FORM MATERIAL INVOLVING THESE CHARACTERS TO PROVIDE SOCIAL EMOTIONAL MESSAGES TO CHILDREN. THEY MEET THE NOW LIVE PENGUINS WHEN THEIR TOY SPACESHIP COMES TO LIFE. THEY JOURNEY THROUGH SPACE TO SOLVE AN INTERGALACTIC DIASTER. EACH STORY BEGINS WITH A PROBLEM AND ENDS AFTER THE CHILDREN HAVE LEARNED AN IMPORTANT SOCIAL EMOTIONAL MESSAGE THROUGH THEIR ADVENTURE WITH THE PENGUINS.**

Title of Digital Core Program #3		Origin	
TURBO DOGS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre- emptptions	
SA 10 AM, 1 PM, 8 AM	13	0	
Length of Program		Age of Target Audience	E/I Symbol Used As Required
30 minutes		From 4 years	To 8 years Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming  
**AN ANIMATED SHOW BASED ON THE BOOKS BY BOB KOLAR. THE SERIES FOLLOWS A GROUP OF SIX DOGS WHO LOVE TO COMPETE WITH ONE ANOTHER IN RACES. IN EACH STORY THE DOGS ENCOUNTER AND SOLVE PROBLEMS THAT TEACH THEM SOCIAL-EMOTIONAL LESSONS ON GOOD SPORTSMANSHIP, TEAMWORK, COOPERATION, PLAYING FAIR AND FRIENDSHIP. THE SHOW ALSO IMPARTS INFORMATION ON THE MECHANICS OF RACING LIKE DIRECTIONALITY AND CONCEPTS OF DISTANCE AND TIME. THE SOCIAL-EMOTIONAL MESSGES ARE EMBEDDED THROUGH THE STORIES USING ACTION AND HUMOR. THE TAGS AT THE END OF EACH EPISODE REITERATE AND ESTABLISH THE EDUCATIONAL LESSAGE LEARNED BY THE DOGS.**

Title of Digital Core Program #4		Origin
BABAR		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre- emptions
SA 10:30 AM, 1:30 PM, 8:30 AM	13	0
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 4 years To 8 years	Y

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

BASED ON THE BOOKS BY LAURENT DE BRUNHOFF, 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 HOURNEYS THROUGH LIFE. EACH EPISODE DEVELOPS A SOCIAL-EMOTIONAL MESSAGE SUCH AS TAKING RESPONSIBILITY, BEING PATIENT AND PERSISTENT IN HARD WORK, RESPECTING PEOPLE'S PRIVACY, LEARNING TO COPE WITH UNFORESEEN CHANGES AND BEING HONEST.

Title of Digital Core Program #5		Origin
THE ZULA PATROL		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre- emptions
SA 11 AM	12	1
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 4 years To 8 years	Y

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

AN ANIMATED SHOW ABOUT SIX EXTRATERRESTRIAL CHARTERS WHO LEARN KEY SCIENCE CONCEPTS AS THEY EXPLORE THE GALAXY THROUGH SPACE MISSIONS. OFTEN THE GROUP MUST THWART POORLY PLANNED SCHEMES TO TAKE OVER THE UNIVERSE. EACH CHARACTER EXHIBITS UNIQUE ABILITIES AND TRAITS THAT, COMBINED WITH THEIR NEW KNOWLEDGE, HELPS THEM PROBLEM-SOLVE THEIR WAY THROUGH THEIR JOURNEYS. USING AN INTEGRATED APPROACH TO TARGET DIVERSE LEARNING STYLES, THE SHOW COMMUNICATES ITS EDUCATIONAL MESSAGES THROUGH

NARRATIVES AND A TWO-PART INFORMATION SEGMENT AT THE END OF EACH STORY.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
12	1	0
Preemption #1		
Date	If rescheduled, date and time	Is the rescheduled date the second home?
Preempted/Episode #	reschedule	
06/20/2009 ZUL120	0	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 #6	Origin
MY FRIEND RABBIT	NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time
SA 11:30 AM	12
	Number of Pre-emptions
	1

Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 4 years To 8 years	Y

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

MODELS CONSTRUCTIVE PROBLEM SOLVING FOR YOUR CHILDREN. THE STORY CHARACTERS FIND THEMSELVES FACING A DIFFERENT DILEMMA THAT IS DRAWN FROM A TYPICAL CHILDHOOD EXPERIENCE. CREATIVE PROBLEM SOLVING INVOLVES TENACITY AND WORKING IN TEAMS. THE GROUP MAY FIGURE OUT HOW TO MAKE THE MOST OF A BAD SITUATION, INVENT TOYS FROM EVERYDAY OBJECTS, SOLVE SOME OF NATURE'S RIDDLES, RESPECT THEIR DIFFERENCES, OR TAKE CARE OF OTHERS WHO NEED A LITTLE EXTRA HELP. THE CHARACTERS SPECIALIZE IN CONVERTING A CHALLENGE INTO A SOCIAL ACTIVITY FILLED WITH OPTIMISM, CREATIVITY AND HUMOR. THE SERIES HELPS CHILDREN LEARN TO THINK OUT OF THE BOX BY SHOWING VIEWERS HOW THE CHARACTERS WORK TOGETHER TO COME UP WITH POSSIBLE SOLUTIONS AND PERSIST WITH NEW IDEAS WHEN ONE SOLUTION FAILS.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
12	1	0

Preemption #1

Date If rescheduled, date and time Is the rescheduled date the second home?

Preempted/Episode # reschedule 06/20/2009 MFR 212 0 N

If rescheduled, were promotional efforts made to notify the public of rescheduled date and time? N

Reason for Preemption SPORTS

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

VEGIE TALES NETWORK

Regular Schedule Total Times to be Aired

SA 9 AM 13

Length of Program Age of Target Audience

30 minutes From To 4 years 8 years

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

A CHILDREN'S SERIES FEATURING ANIMATED VEGETABLES WHO TEACH LIFE LESSONS THROUGH STORES. HOSTED BY BOB THE TOMATO AND LARRY THE CUCUMBER, EACH EPISODE BEGINS BY ESTABLISHING

THE PROBLEM, USES SHORT STORES TO PARALLEL THE SITUATION WITH A PROBLEM AND SOLUTION, AND ENDS BY REITERATING THE PROPOSED SOLUTION AND THE LIFE LESSON LEARNED THROUGH EXPERIENCE. THE SHOW COMMUNICATES SOCIAL-EMOTIONAL MESSAGES THAT TEACH THE CORE VALUES OF HONESTY KINDNESS, FORGIVENESS, AND APPRECIATION FOR ALL.

Title of Planned Core Program #2Origin

3-2-1 PENGUINS

NETWORK

Regular Schedule

Total Times to be Aired

SA 9:30 AM

13

Length of Program

Age of Target Audience

30 minutes

From To

4 years 8 years

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

DRAWS UPON CHARACTERS FROM TWO STORIES AND USES BOTH LONG AND SHORT FORM MATERIAL INVOLVING THESE CHARACTERS TO PROVIDE SOCIAL EMOTIONAL MESSAGES TO CHILDREN. THEY MEET THE NOW LIVE PENGUINS WHEN THEIR TOY SPACESHIP COMES TO LIFE. THEY JOURNEY THROUGH SPACE TO SOLVE AN INTERGALACTIC DIASTER. EACH STORY BEGINS WITH A PROBLEM AND ENDS AFTER THE CHILDREN HAVE LEARNED AN IMPORTANT SOCIAL EMOTIONAL MESSAGE THROUGH THEIR ADVENTURE WITH THE PENGUINS.

Title of Planned Core Program #3Origin

TURBO DOGS

NETWORK

Regular Schedule

Total Times to be Aired

SA 10 AM

13

Length of Program

Age of Target Audience

30 minutes

From To

4 years 8 years

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

AN ANIMATED SHOW BASED ON THE BOOKS BY BOB KOLAR. THE SERIES FOLLOWS A GROUP OF SIX DOGS WHO LOVE TO COMPETE WITH ONE ANOTHER IN RACES. IN EACH STORY THE DOGS ENCOUNTER AND SOLVE PROBLEMS THAT TEACH THEM SOCIAL-EMOTIONAL LESSONS ON GOOD SPORTSMANSHIP, TEAMWORK, COOPERATION, PLAYING FAIR AND FRIENDSHIP. THE SHOW ALSO IMPARTS INFORMATION ON THE MECHANICS OF RACING LIKE DIRECTIONALITY AND CONCEPTS OF DISTANCE AND TIME. THE SOCIAL-EMOTIONAL MESSAGES ARE EMBEDDED THROUGH THE STORIES USING ACTION AND HUMOR. THE TAGS AT THE END OF EACH EPISODE REITERATE AND ESTABLISH THE EDUCATIONAL MESSAGE LEARNED BY THE DOGS.

Title of Planned Core Program #4Origin

BABAR

NETWORK

Regular Schedule

Total Times to be Aired

SA 10:30 AM 13

Length of Program Age of Target Audience  
From To  
30 minutes 4 years 8 years

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

BASED ON THE BOOKS BY LAURENT DE BRUNHOFF, 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 HOURNEYS THROUGH LIFE. EACH EPISODE DEVELOPS A SOCIAL-EMOTIONAL MESSAGE SUCH AS TAKING RESPONSIBILITY, BEING PATIENT AND PERSISTENT IN HARD WORK, RESPECTING PEOPLE'S PRIVACY, LEARNING TO COPE WITH UNFORESEEN CHANGES AND BEING HONEST.

Title of Planned Core Program #5Origin

THE ZULA PATROL NETWORK

Regular Schedule Total Times to be Aired

SA 11 AM 13

Length of Program Age of Target Audience  
From To  
30 minutes 4 years 8 years

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

AN ANIMATED SHOW ABOUT SIX EXTRATERRESTRIAL CHARTERS WHO LEARN KEY SCIENCE CONCEPTS AS THEY EXPLORE THE GALAXY THROUGH SPACE MISSIONS. OFTEN THE GROUP MUST THWART POORLY PLANNED SCHEMES TO TAKE OVER THE UNIVERSE. EACH CHARACTER EXHIBITS UNIQUE ABILITIES AND TRAITS THAT, COMBINED WITH THEIR NEW KNOWLEDGE, HELPS THEM PROBLEM-SOLVE THEIR WAY THROUGH THEIR JOURNEYS. USING AN INTEGRATED APPROACH TO TARGET DIVERSE LEARNING STYLES, THE SHOW COMMUNICATES ITS EDUCATIONAL MESSAGES THROUGH NARRATIVES AND A TWO-PART INFORMATION SEGMENT AT THE END OF EACH STORY.

Title of Planned Core Program #6Origin

MY FRIEND RABBIT NETWORK

Regular Schedule Total Times to be Aired

SA 11:30 AM 13

Length of Program Age of Target Audience  
From To  
30 minutes 4 years 8 years

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

MODELS CONSTRUCTIVE PROBLEM SOLVING FOR YOUR CHILDREN. THE STORY CHARACTERS FIND THEMSELVES FACING A DIFFERENT DILEMMA THAT IS DRAWN FROM A TYPICAL CHILDHOOD EXPERIENCE. CREATIVE PROBLEM SOLVING INVOLVES TENACITY AND WORKING IN

TEAMS. THE GROUP MAY FIGURE OUT HOW TO MAKE THE MOST OF A BAD SITUATION, INVENT TOYS FROM EVERYDAY OBJECTS, SOLVE SOME OF NATURE'S RIDDLES, RESPECT THEIR DIFFERENCES, OR TAKE CARE OF OTHERS WHO NEED A LITTLE EXTRA HELP. THE CHARACTERS SPECIALIZE IN CONVERTING A CHALLENGE INTO A SOCIAL ACTIVITY FILLED WITH OPTIMISM, CREATIVITY AND HUMOR. THE SERIES HELPS CHILDREN LEARN TO THINK OUT OF THE BOX BY SHOWING VIEWERS HOW THE CHARACTERS WORK TOGETHER TO COME UP WITH POSSIBLE SOLUTIONS AND PERSIST WITH NEW IDEAS WHEN ONE SOLUTION FAILS.

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	
GREGG HOOVER	(308)532-2222	
Address	E-mail Address	
KNOP-TV	gregghoover@knoptv.com	
City	State	ZIP Code
NORTH PLATTENE	NE	69101

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.

WE AIR THE NBC PSA'S TARGETED TO CHILDREN 16 AND UNDER, AS WELL AS NEBRASKA BROADCASTERS ASSOCIATION PSA'S ABOUT DRUG AND ALCOHOL ABUSE. WE ALSO CARRY THE NBC "THE MORE YOU KNOW" CAMPAIGN.

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

HOAK MEDIA OF NEBRASKA,  
LLC

Date  
07/07/2009

FCC Form 398  
March 2006