

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

Call Sign	Channel Numbers	City	State	County	ZIP Code
KNOP-TV	2 (analog) 2 (digital)	North Platte	NE	Lincoln	69101
Licensee Name					
Hoak Media of Nebraska, LLC					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network NBC	North Platte	www.knopnews2.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
49273		06/01/2006			

### 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). 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?  
(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 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. N
- 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. 0 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 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		Origination	
VeggieTales		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:00am	9		
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

VeggieTales is a childrens series featuring animated vegetables who teach life lessons through stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
9	1	0
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
7/4/09 VEG202		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 #2		Origination	
3-2-1 Penguins		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:30am	9		
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

"3-2-1 Penguins" features two children - Jason and Michelle - whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy penguins comes to life. The children are sucked into the spaceship, where they meet the now live penguins and journey throughout space to solve an inter-galactic disaster threatening the penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her realtions with the other, and ends after the children have learned an important social-emotional message through their adventure with the penguins. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

Total Times Aired		Number of Preemptions for other than Breaking News		Number of Preemptions Rescheduled	
9		1		0	
		Preemption #1			
Date Preempted/Episode #		If rescheduled, date and time reschedule		Is the rescheduled date the second home?	
7/4/09 PEN306				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 #3				Origination	
Turbo Dogs				NETWORK	
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Saturday 10:00am		9			
Length of Program		Age of Target Audience		E/I Symbol Used As Required	
30 minutes		From To		Y	
		4 years 8 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					
Turbo Dogs is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of 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 the 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.					
Total Times Aired		Number of Preemptions for other than Breaking News		Number of Preemptions Rescheduled	
9		1		0	
		Preemption #1			
Date Preempted/Episode #		If rescheduled, date and time reschedule		Is the rescheduled date the second home?	
7/4/09 TDO101				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 #4				Origination	
Babar				NETWORK	
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Saturday 10:30am		12			
Length of Program		Age of Target Audience		E/I Symbol Used As Required	
		From To			





Title of Digital Core Program #8		Origination	
JACOB TWO-TWO		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:00am	2		
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

JACOB TWO-TWO is a very little boy with a very big heart. As the youngest member of a large family, Jacob has to say things twice so he can be heard. He looks up to his siblings, but tends to be ignored or bullied by them when he tries to be a part of their activities. However, he does get noticed when he inadvertently lands himself in adventures that involve mysterious neighbors, international spies, and villains that come in all shapes and sizes. Often accompanied by his closest pals, Buford and Renee, Jacob Two-Two finds innovative ways to get in and out of hot water as he tumbles through a series of exciting adventures with honesty, integrity and a whole lot of determination.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
3	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
9/19/09 TWO105	9/19/09 8:00am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #9		Origination	
Jane & The Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:30am	2		
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

JANE AND THE DRAGON is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
3	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
9/19/09 JAD105	9/19/09 8:30am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y

Reason for Preemption: SPORTS

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? Y
- 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	Origination	
The Zula Patrol	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 9:00am	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

THE ZULA PATROL is an animated show about six extraterrestrial characters Captain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wigg who learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truders 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 #2	Origination	
My Friend Rabbit	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 9:30am	13	
Length of Program	Age of Target Audience	
	From	To

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

MY FRIEND RABBIT models constructive problem-solving for young children (ages 4-8 years). In each episode, the story characters find themselves facing a different dilemma that is drawn from a typical childhood experience. Rabbit and Mouse usually lead us through creative problem-solving, which 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.

Title of Planned Core Program #3	Origination	Age of Target Audience	
Willa's Wild Life	NETWORK	From	To
Regular Schedule	Total Times to be Aired	4 years	8 years
Saturday 10:00am	13		
Length of Program			
30 minutes			

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

WILLAS WILD LIFE is a new animated series featuring a six-year-old girl, Willas Wild Life, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willas Wild Life, offering her advice and friendship from each of their respective points of view. In each episode, Willas Wild Life 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, Willas Wild Life finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.

Title of Planned Core Program #4	Origination	Age of Target Audience	
Babar	NETWORK	From	To
Regular Schedule	Total Times to be Aired	4 years	8 years
Saturday 10:30am	13		
Length of Program			
30 minutes			

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

BABAR, 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 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 people's 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. BABAR first appeared on the schedule in 2007 and is returning with new episodes in 2009.

Title of Planned Core Program #5	Origination
Jacob Two-Two	NETWORK
Regular Schedule	Total Times to be Aired

Saturday 11:00am

2

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

Based on Mordecai Richlers books, Jacob Two-Two is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacobs father, a full-time writer.

Title of Planned Core Program #6

Origination

Shelldon

NETWORK

Regular Schedule

Total Times to be Aired

Saturday 11:00am

11

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

This is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Title of Planned Core Program #7

Origination

Jane & The Dragon

NETWORK

Regular Schedule

Total Times to be Aired

Saturday 11:30am

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

Set in medieval times, Jane and the Dragon is an animated show based on Martin Bayntons best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the Kings Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.

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(c)(1)(iii)?

Y

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

Name		Telephone Number
Lewys Carlini		308-532-2222
Address		E-mail Address
North Highway 83		lewysknop@knoptv.com
City	State	ZIP Code
North Platte	NE	69103

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.

KNOP-TV switched to full digital on 6/10/09. Therefore, childrens programming only aired on our digital channel during the 3rd Quarter 2009. KNOP-TV aired numerous public service announcements designed specifically for children (included in public file) as well as The More You Know public service announcements provided by network (NBC) and Nebraska Broadcasters/Drugs Are A Dead End PSA's. The More You Know comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. From July 1 to September 5, 2009 KNOP-TV aired six returning QUBO on NBC shows from the 2nd quarter. These are: Veggie Tales, 3-2-1 Penguins!, Turbo Dogs, Babar, The Zula Patrol, and My Friend Rabbit. On September 12, 2009, the Fall Season for QUBO on NBC was unveiled. Veggie Tales, 3-2-1 Penguins! and Turbo Dogs were removed from the schedule, replaced by Jane and the Dragon and Jacob Two-Two returning from 2007-2008. Also, a new show, Willas Wild Life was introduced during the Fall Schedule premiere.

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/KNOP-TV	
Date	
10/08/2009	

**KNOP-TV FCC Form 398 3rd Quarter 2009**

**Statement of Explanation**

KNOP-TV switched to full digital on 6/10/09 on Channel 2. Our analog channel was suspended at that time. Therefore, children's programming only aired on our digital channel during the 3rd Quarter of 2009.