

Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 12/31/2009

Call Sign	Channel Numbers	City	State	County	ZIP Code
KNOP-TV	(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

49273

Previous Call Sign (if applicable)

License Renewal Expiration Date

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 MEDIA
- 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	
The Zula Patrol		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:00am	13		
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

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 Wig - 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 Truder's 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 Digital Core Program #2		Origination	
My Friend Rabbit		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:30am	13		
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

My Friend Rabbit is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.

Title of Digital Core Program #3		Origination	
Willa's Wild Life		NETWORK	

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
Saturday 10:00am	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

WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa's 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 Willa's Wild Life, offering her advice and friendship from each of their respective points of view. In each episode, Willa's 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, Willa's Wild Life 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
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
10/10/09 WIL008	10/4/09 1130am	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	
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

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.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
10/10/09 BAR201	10/4/09 12pm	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 #5		Origination	
Jacob Two Two		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:00am (Thru 10/10)	1		
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
2	1	1
	Preemption #1	
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
10/10/09 TWO110	10/10/09 8am	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 #6		Origination	
Jane & The Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:30am	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

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
12	1	1
	Preemption #1	
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
10/10/09 JAD110	10/10/09 830AM	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 #7			Origination
Shelldon			NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11am Effective 10/17	11		
Length of Program	Age of Target Audience		E/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

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.

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	1

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	1

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

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
Willa's Wild Life	NETWORK

Regular Schedule	Total Times to be Aired
Saturday 10:00am & 11am (Eff. 1/9)	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

WILLA'S WILD LIFE is a new animated series featuring a six-year-old girl, Willa's 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 Willa's Wild Life, offering her advice and friendship from each of their respective points of view. In each episode, Willa's 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, Willa's Wild Life finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.

Title of Planned Core Program #4	Origination
Babar	NETWORK

Regular Schedule	Total Times to be Aired	Age of Target Audience	
Saturday 10:30am	13	From	To
Length of Program		4 years	8 years
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	Age of Target Audience	
Shelldon	NETWORK	From	To
Regular Schedule	Total Times to be Aired	4 years	8 years
Saturday 11:00am & 9:30am (Eff. 1/9)	13		
Length of Program			
30 minutes			

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 #6	Origination	Age of Target Audience	
Jane & The Dragon	NETWORK	From	To
Regular Schedule	Total Times to be Aired	4 years	8 years
Saturday 11:30am	13		
Length of Program			
30 minutes			

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

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 Janes 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.

Title of Planned Core Program #7

Origination

Turbo Dogs

NETWORK

Regular Schedule

Total Times to be Aired

Saturdays 9am (Effect. 1/9)

12

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

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 such as 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 #8

Origination

3-2-1 Penguins

NETWORK

Regular Schedule

Total Times to be Aired

Saturdays 10am (Eff. 1/9)

12

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

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 through space to solve an intergalactic 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 relations with the other, and ends after the children have learned an important social emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

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

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 4th 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). The More You Know comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, general campaign overview, message boards, press releases, kids' pages and referral information. Each of the core programs are identified on air as educational and informational with "E/I" icon and is similarly identified to the national listing services.

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

01/08/2010

FCC Form 398
March 2006



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Children's Television Online Filing System

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[site map](#)

Submission Confirmation

Confirmation Number 101507
Call Sign KNOP-TV
Filing Quarter Date 12/31/2009
Filing Date 01/08/2010

Exhibit Details

File Name C:\Documents and Settings\Jackie\My Documents\FCC - KNOP\KNOP-TV FCC Form 398 4th Qtr '09 - Statement of Explanation.pdf
Size (bytes) 13681
Exhibit ID [1015070](#)

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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KNOP-TV FCC Form 398 4th 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 4th Quarter of 2009.