July 5, 2011

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (for QUBO Kids on NBC) as set forth in the attached Community Relations Quarterly Children's Programming Report for 2nd quarter 2011. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Educational Objectives: QUBO for both 2nd quarter 2011 and 3rd quarter 2011.

2. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398, we have added specific episode numbers. Please note that the age target for QUBO programming on NBC is now identified as 6-10 years old. This represents a small shift to an older age range (from the previous target of 4-8 years) based on a recent review of the individual programs in the block and a recommendation by NBCUniversal's children's programming consultant. All of the programs are currently rated TV-Y7, and the consultant concluded that certain programs in the block are skewing older.

3. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.

4. Public service announcements targeted to children 16 and under.

5. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.

6. Network on-air promotional efforts, which include a schedule of QUBO programming on NBC on-air promos.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 2nd quarter of 2011 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content there to other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

Loretta Alden
NBC Universal
Director, Affiliate Relations
212-664-2928
loretta.alden@nbcuni.com

"QUBO ON NBC" EDUCATIONAL OBJECTIVES

For 2nd Quarter 2011

EDUCATIONAL OBJECTIVES

2nd Quarter 2011 Educational Objectives

In compliance with the Children's Television regulations that became effective January 2, 1997, the **QUBO Programming Block on NBC** features an on-air icon (E/I) indicating that each program is "educational and informational" for children. This icon is displayed throughout each program. Also, in compliance with the regulations, the following document, which includes "educational and informational" objectives of **QUBO on NBC**, must be placed in your public file.

Each of the programs listed below, which make up the **QUBO on NBC** programming block, is specifically designed to serve the *educational and informational* needs of children ages 6-10. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

From April 2, 2011 – June 25, 2011, **QUBO on NBC** aired six shows returning from the 4th quarter. These are: **Turbo Dogs, Shelldon, The Magic School Bus, Babar, Willa's Wild Life,** and **Pearlie.** All six shows were developed specifically for a target audience composed of children 6-10 years of age. Five of the shows are book-based series. Six of the shows focus on important social-emotional messages for the target audience. All educational and informational messages are delivered through an animated narrative format.

"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.

"**Shelldon**" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. 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 most 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 social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

"The Magic School Bus" is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.

"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.

"**Willa's Wild Life,**" based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an 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. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

"Pearlie" is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6- to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

3rd Quarter 2011 Educational Objectives

There are no new shows for the 3rd quarter of 2011.

2ND QUARTER 2011 SHOW SUMMARIES

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.

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 cowrie shell classmate of Shelldon's also live at the Inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), 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.

THE MAGIC SCHOOL BUS is a 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. All the students are 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.

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.

WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, 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, 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.

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, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.

2ND QUARTER 2011 SHOW SUMMARIES

There are no new shows for the 3rd quarter of 2011.

"CORE PROGRAMMING"
PROGRAMMING FURNISHED BY THE NBC NETWORK THAT IS SPECIFICALLY DESIGNED TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN 16 AND UNDER [AGE TARGET 6-10]
APRIL 2, 2011 – JUNE 25, 2011

Airdate: 04/02/2011
Time:
Duration: 30:00
TURBO DOGS
BUDDY, CAN YOU SPARE A WRENCH [TDO120]
Strut gets a brand new set of tires and, as a bonus, he receives a special tool bag. He is so obsessed with his brand new things that he refuses to share them with any of the other Turbo Dogs because he believes his things are extra special and just for him. During the race Strut gains the lead but he is so focused on keeping his new tires clean that he pierces a hole in one of them. Wrenchini gives him a spare but none of Strut's new tools work. All of the Turbo Dogs share their things with Strut to help him fix his tire and keep his place in the lead. Strut realizes that he was not being a good friend by not sharing his tools and he shares his trophy from the race with the other Turbo Dogs.
[Educational Message: A real winner and friend is someone who shares with friends even if they sometimes compete for first place.]

STUCK IN THE MUCK [TDO120]
Stinkbert is so excited about his TV interview on "Real Dogs," that he calls Strut over to tell him the good news. When Strut leaves, he gets stuck in the muck and calls for help but can't reach Stinkbert. When the other Turbo Dogs arrive they all get stuck, too. With only a few minutes to spare, Stinkbert risks his big TV interview to help save his friends from sinking in the muck. He pulls the Turbo Dogs out of the muck one by one, but just as he is about to leave he realizes that his car has blown a fuse. Strut sees that Stinkbert is having car trouble and gets him to his big interview just in time.
[Educational Message: True friends always help one another out when they are in trouble.]

Airdate: 04/02/2011
Time:
Duration: 30:00
SHELLDON
PASS IT ALONG [SHL003]
The students are asked to come up with a project to make Shell Land a better place. Connie decides on a pass-it-along project; perform a favor and the recipient has to pass it on to two other people. Connie gets an A on her assignment and the favors quickly begin to spread. Cecil Cracken sees a way to exploit this idea and take over Shell Land. First, he woos Connie by telling her this idea will make her famous. Then he charges people a fee to perform a favor. But there is also a penalty fee if you are not able to perform favors for others. As a result, the town is in chaos with people fighting over who gets to do a favor for someone else. Shelldon and Herman tell Connie, and when she starts a commercial to make Cracken the new Mayor, she tells Shell Land that they need to pass their favors on to one stingy, rich guy, Cecil Cracken. They all go and fix up his mansion. Now he owes tons of favors to others or will have to pay millions of sand-dollars in penalties.
[Educational Message: Help others because it makes you feel good, not just because you want something in return.]

Airdate: 04/02/2011
Time:
Duration: 30:00
THE MAGIC SCHOOL BUS
BUTTERFLY AND THE BOG BEAST [MSB205]
The class needs a new mascot for the big soccer game and Phoebe is trying to convince everyone that butterflies are the perfect choice. Arnold's cousin, Janet, arrives to stir up trouble, and suggests a "bog beast" so Ms. Frizzle takes the class to the swamp to find one. Janet is on a mission to catch some butterflies and show their inadequacy firsthand. When Phoebe tries to stop her, the class accidentally gets hit with the shrinker scope and it falls in the mud, too wet to make them big again. While Janet is off chasing butterflies with Liz, the class explores the butterflies from their size while they wait for the shrinker scope to dry. When the class gets big again and finds Janet, Ms. Frizzle explains that a bog beast is anything that lives in a swamp, including butterflies. The class decides that the best possible mascot is the "bog beast butterfly," and they head back to win the soccer game against Phoebe's old school.
[Informational Message: Butterflies survive by using their colors to camouflage and hide from their predators.]
[Social-Emotional Message: Don't give up when things get tough, dust yourself off and try again.]

Airdate: 04/02/2011
Time:
Duration: 30:00
BABAR
TALE OF TWO SIBLINGS [BAR136]
Alexander and Isabelle are camping with their family, but they cannot agree on how to spend their trip. Annoyed with Isabelle, Alexander refuses to play with her. Finally, he agrees to tell her a story about Favorite Son who saves his family from a monster. When the story becomes too scary, Isabelle takes over. Just as they are finishing their story, Alexander and Isabelle realize they're lost. Upset at first, when Alexander sees how frightened Isabelle is, he promises to take care of her as they search for the way back to their family. Comforting her, Alexander continues the story about the monster, allowing Isabelle to chime in when she wants. Together, the two siblings find their way back to the campsite where they hear their family calling for them. Alexander realizes that having a baby sister is not so bad after all.
[Educational Message: Having a younger brother or sister can be annoying, but if you give him/her a chance, you'll find that the two of you can be close and have fun together.]

To:	All Partner Stations	**From:**	Maureen Milmore, VP Production
Re:	FCC Children's Quarterly Report – 2nd Quarter 2011		
Date:	July, 1 2011	**Copies To:**	

ATTENTION PUBLIC FILE ADMINISTRATOR

We will be providing this information in the legal section of our Affiliate website. This information is verification of the programs which ran and that commercial limitations were not exceeded within network and syndicated programming.

For Partners Disseminating CW PLUS Signal Via Cable Only: As a partner station, you should only keep this information on file. YOU DO NOT NEED TO FILE ANYTHING WITH THE FCC. Remember, this is a cable channel, not a broadcast station. Cable is NOT obligated to file their compliance with the FCC because there is no licensing involved. Should your cable systems carrying the channel request copies of this information, please provide them with it. Please let us know if you have any questions.

Please feel free to contact Maureen Milmore at (818) 977-0469 with any questions (or e-mail your request to maureen.milmore@cwtv.com and she will forward as soon as possible).

CW Educational Programming

Attached is a list of 2nd Quarter 2011 CW Children's Educational Programming for your public files.

Statement

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children twelve years old and younger that were scheduled for broadcast during the second quarter of 2011. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends. The actual number of network commercial minutes were included in the network traffic reports for the second quarter of 2011, which each affiliated station has received heretofore.

The "E/I" notation represents "core" educational programming on The CW that The CW believes meets the FCC educational programming three (3) hour processing guideline.

2ND QUARTER 2011 – CW CHILDREN'S PROGRAMMING

1. Program: MAGI-NATION
Rating: TV Y (E/I)
Length: 30 minutes

2. Program: SONIC X
Rating: TV Y7 FV
Length: 30 minutes

3. Program: YU-GI-OH!
Rating: TV Y7 FV
Length: 30 minutes

4. Program: DRAGON BALL Z KAI
Rating: TV Y7 FV
Length: 30 minutes

5. Program: YU-GI-O! 5D's
Rating: TV Y7 FV
Length: 30 minutes

THE CW PLUS

1. Program: Edgemont
Rating: TV-PG (E/I 13-16)
Length: 30 minutes

2. Program: Made in Hollywood: Teen Edition
Rating: TV-PG (E/I 13-16)
Length: 30 minutes

Episodic Information

Magi-Nation		Made in Hollywood: Teen Edition	
Sat. 7:00am	Sat. 7:30am	Sat. - 12:00pm	Sat. - 12:30pm
4/2/11 - #113	4/2/11 - #114	4/2/11 - #411	4/2/11 - #512
4/9/11 - #116	4/9/11 - #118	4/9/11 - #412	4/9/11 - #518
4/16/11 - #102	4/16/11 - #121	4/16/11 - #413	4/16/11 - #519
4/23/11 - #110	4/23/11 - #111	4/23/11 - #414	4/23/11 - #513
4/30/11 - #115	4/30/11 - #117	4/30/11 - #418	4/30/11 - #514
5/7/11 - #119	5/7/11 - #120	5/7/11 - #415	5/7/11 - #515
5/14/11 - #121	5/14/11 - #122	5/14/11 - #419	5/14/11 - #516
5/21/11 - #123	5/21/11 - #124	5/21/11 - #416	5/21/11 - #520
5/28/11 - #125	5/28/11 - #126	5/28/11 - #417	5/28/11 - #517
6/4/11 - #101	6/4/11 - #102	6/4/11 - #420	6/4/11 - #518
6/11/11 - #103	6/11/11 - #104	6/11/11 - #406	6/11/11 - #519
6/18/11 - #105	6/18/11 - #106	6/18/11 - #421	6/18/11 - #520
6/25/11 - #107	6/25/11 - #108	6/25/11 - #410	6/25/11 - #515

Edgemont		Edgemont	
Sun. - 11:00am	Sun. - 11:30am	Sun. - 12:00pm	Sun. - 12:30pm
4/3/11 - #111	4/3/11 - #112	4/3/11 - #113	4/3/11 - #214
4/10/11 - #216	4/10/11 - #217	4/10/11 - #218	4/10/11 - #219
4/17/11 - #221	4/17/11 - #222	4/17/11 - #223	4/17/11 - #224
4/24/11 - #226	4/24/11 - #327	4/24/11 - #328	4/24/11 - #329
5/1/11 - #331	5/1/11 - #332	5/1/11 - #333	5/1/11 - #334
5/8/11 - #336	5/8/11 - #337	5/8/11 - #338	5/8/11 - #339
5/15/11 - #441	5/15/11 - #442	5/15/11 - #443	5/15/11 - #444
5/22/11 - #446	5/22/11 - #447	5/22/11 - #448	5/22/11 - #449
5/29/11 - #451	5/29/11 - #452	5/29/11 - #453	5/29/11 - #454
6/5/11 - #456	6/5/11 - #457	6/5/11 - #558	6/5/11 - #559
6/12/11 - #561	6/12/11 - #562	6/12/11 - #563	6/12/11 - #564
6/19/11 - #566	6/19/11 - #567	6/19/11 - #568	6/19/11 - #569
6/26/11 - #221	6/26/11 - #222	6/26/11 - #223	6/26/11 - #224

Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational. Formats are reviewed on an annual basis.

The NBC/QUBO Kids programs which are designated as educational and informational formatted to allow 1:00 of local advertising time. These programs are:

Turbo Dogs
Shelldon
The Magic School Bus
Babar
Willa's Wild Life
Pearlie

KOMU syndicated programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Wild About Animals	3:30
Jack Hanna's Animal Adventures	5:00

Universal Sports (KOMU-DT 8.2) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Planet X	2:10

The CW Network and CW Plus (KOMU-DT 8.3) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Magination	:30
Made In Hollywood: Teen Edition	2:00
Edgemont Sat	PSA Only
Edgemont Sun	PSA Only

P:\Quarterly Issues\commercial limitations.doc

CERTIFICATION

CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC, CW & Universal Sports) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 7/1/11 _____ _____

Programs designated for children 16 and under:

Turbo Dogs (NBC)
Shelldon (NBC)
The Magic School Bus (NBC)
Babar (NBC)
Willa's Wild Life (NBC)
Pearlie (NBC)
Wild About Animals (SYN)
Jack Hanna's Animal Adventures (SYN)
Planet X (Universal Sports)
Edgemont (CW)
Made In Hollywood: Teen Edition (CW)

P:\Quarterly Issues\certification.doc

WEB ADDRESS CERTIFICATION

CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, does not locally display web site addresses during or adjacent to children's programming for children 16 and under, or for children 12 and under, including programs provided through the network and syndicated programs acquired by KOMU-TV. If website information is provided, it is integrated into the program at the direction of the children's program producer.

Date: 7/1/11 _____ _____

P:\Quarterly Issues\Web Address Certification.doc