

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: 09/30/2011

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KFJX	(analog) 13 (digital)	Pittsburg	KS	Crawford	66762
Licensee Name					
Surtsey					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network FOX		Joplin-Pittsburg	www.fox14tv.com		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
83992	n/a		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.	4 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.	N
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).	

KFJX Distribution: TV GUIDE(publication & web); TV GUIDE (cable); FYI TV; Columbus Advocate; TV Media; Tribune Schedule;(The information sent to Tribune is then provided to the following area newspapers.)The Joplin Globe; Pittsburg Morning Sun; Miami News Record; Neosho Daily News; Carthage Press; McDonald County Press. This Week In Baseball: ATLANTA JOURNAL CONSTITUTION, BALTIMORE SUN, BOSTON GLOBE, CHARLOTTE OBSERVER, CHICAGO TRIBUNE, DALLAS MORNING NEWS, DENVER POST, DETROIT FREE PRESS, GREENSVILLE NEWS, HOUSTON CHRONICLE, INDIANAPOLIS STAR, JOURNAL NEWS, KANSAS CITY STAR, LONG BEACH PRESS TELEGRAM, LOS ANGELES DAILY NEWS, LOS ANGELES TIMES, MIAMI HERALD, MILWAUKEE JOURNAL SENTINEL, MINNEAPOLIS STAR TRIBUNE, NASHVILLE TENNESSEAN, NEW YORK DAILY NEWS, NEW YORK POST, NEWARK STAR LEDGER, NEWSDAY, ORLANDO SENTINEL, PHILADELPHIA DAILY NEWS, PHILADELPHIA INQUIRER, PITTSBURGH POST GAZETTE, ROCKY MOUNTAIN NEWS, SAN FRANCISCO CHRONICLE, SAN FRANCISCO EXAMINER, SEATTLE TIMES, ST LOUIS POST DISPATCH, ST PETERSBURG TIMES, WASHINGTON TIMES, USA TODAY, ASSOCIATED PRESS, DIRECTV, SPORTS ILLUSTRATED, SPORTS VUE, TRIBUNE, TV GUIDE, TV MEDIA, VITAC, WORLD FEATURES SYNDICATE.

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	
ANIMAL ATLAS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 7AM 7/2/11-9/10/11	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. Animal Atlas moved to it's new home at Sundays at 7AM. Animal Atlas is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science. The programs consist of original and detailed footage of animals, a narration, and a charming musical score. The fast moving clips of greatly varied species and subspecies allows viewers to compare and contrast structure and functionality of animal physiologies and behaviors. The animal subjects are presented as they move informally and comfortably through their normal activities. There is no heightened or artificial drama in the presentations. The narration is well informed and unobtrusive, allowing for the inevitable learning that comes from wonder and delight. Even after thirty years of televised animal footage, this series presents vignettes that are new and very engaging. This series also presents in a non-exploitive way views of animal behavior and physiology that traditional pedagogical programming might not include. The ability for young people to observe, wonder, and compare is one of the strengths of the series. While the series builds upon and reinforces life science concepts begun at lower levels, the content, the treatment of the content, the presumption of scientific understanding, and particularly the tone and emphasis of the series are most appropriate for secondary schools. General life science concepts in the episodes reviewed are expected to be learned by middle school where many states begin heavy emphasis in life science.</p>			

Title of Digital Core Program #2		Origination	
ANIMAL ATLAS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday 7AM 9/18/11-9/25/11	2		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. Animal Atlas moved to it's new home at Sundays at 7AM, where it will be broadcast for the remainder of the season. Animal Atlas is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science. The programs consist of original and detailed footage of animals, a narration, and a charming musical score. The fast moving clips of greatly varied species and subspecies allows viewers to compare and contrast structure and functionality of animal physiologies and behaviors. The animal subjects are presented as they move informally and comfortably through their normal activities. There is no heightened or artificial drama in the presentations. The narration is well informed and unobtrusive, allowing for the inevitable learning that comes from wonder and delight. Even after thirty years of televised animal footage, this series presents vignettes that are new and very engaging. This series also presents in a non-exploitive way views of animal behavior and physiology that traditional pedagogical programming might not include. The ability for young people to observe, wonder, and compare is one of the strengths of the series. While the series builds upon and reinforces life science concepts begun at lower levels, the content, the treatment of the content, the presumption of scientific understanding, and particularly the tone and emphasis of the series are most appropriate for secondary schools. General life science concepts in the episodes reviewed are expected to be learned by middle school where many states begin heavy emphasis in life science.</p>			

Title of Digital Core Program #3		Origination	
REAL LIFE 101		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 7:30AM 7/2/11-9/10/11	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. REAL LIFE 101 moved to its new home Saturdays at 7AM, where it will be broadcast for the remainder of the season. REAL LIFE 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that REAL LIFE 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.</p>			

Title of Digital Core Program #4	Origination

REAL LIFE 101		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptons	
Saturday 7AM 9/17/11-9/24/11	2		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. REAL LIFE 101 moved to its new home Saturdays at 7AM, where it will be broadcast for the remainder of the season. REAL LIFE 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that REAL LIFE 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.</p>			

Title of Digital Core Program #5		Origination	
Jack Hanna's INTO THE WILD		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptons	
Saturdays 8:00AM 7/2/11-9/24/11	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Jack Hanna's INTO THE WILD program is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. The episodic content will certainly further the educational, informational needs of children 13-16 years of age. INTO THE WILD's emphasis on the visual dovetails with the disposition towards visual learning that is evident in children of all ages, but particularly in the early teen years. The program topic is suitable for both the secondary classroom and general audience with content addressing several academic outcomes designated by both state and national life science standards. Shot from a number of photographic perspectives, the viewer is introduced to the biodiversity of the area, how animals are adapted to the environment and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. While Jack Hanna introduces the habitat and the wildlife, regional guides are given the expert status and the viewer becomes engaged in the natural environment with the same enthusiasm as Jack's family. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program.</p>			

Title of Digital Core Program #6		Origination	
PETS.TV		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptons	
Saturdays 8:30AM 7/2/11-9/24/11	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y

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

The purpose of PETS.TV is to provide a safe learning environment for young viewers to become more informed about animals and pets in a positive and pro-social atmosphere. Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Title of Digital Core Program #7		Origination	
MAD ABOUT		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 11:00AM 7/2/11-9/10/11	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. MAD ABOUT moved to its new home Saturdays at 7:30AM, where it will be broadcast for the remainder of the season. Mad About is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.</p>			

Title of Digital Core Program #8		Origination	
MAD ABOUT		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 7:30AM 9/17/11-9/24/11	2		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. MAD ABOUT moved to its new home Saturdays at 7:30AM, where it will be broadcast for the remainder of the season. Mad About is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.</p>			

Title of Digital Core Program #9	Origination
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YOUNG ICONS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 11:30AM 7/2/11-9/10/11	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. YOUNG ICONS moved to its new home Saturdays at 11:00AM, where it will be broadcast for the remainder of the season. The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. One guest's message inspires young audiences to "never let age hold us back, no matter how old you may be". Parents play an important role in supporting their 'young icons'. As one parent stated, "You can take a simple idea and turn it into something that can help an awful lot of people." The program provides a motivational and inspirational message that empowers audiences of all ages that hard work; dedication and looking beyond ourselves will pay off for everyone. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.</p>			

Title of Digital Core Program #10		Origination	
YOUNG ICONS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 11:00AM 9/17/11-9/24/11	2		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. YOUNG ICONS moved to its new home Saturdays at 11:00AM, where it will be broadcast for the remainder of the season. The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. One guest's message inspires young audiences to "never let age hold us back, no matter how old you may be". Parents play an important role in supporting their 'young icons'. As one parent stated, "You can take a simple idea and turn it into something that can help an awful lot of people." The program provides a motivational and inspirational message that empowers audiences of all ages that hard work; dedication and looking beyond ourselves will pay off for everyone. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.</p>			

Title of Digital Core Program #11		Origination	
TEEN KIDS NEWS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sundays 7:00AM 7/3/11-9/11/11	11		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	

30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. TEEN KID'S NEWS moved to its new home Saturdays at 11:30AM, where it will be broadcast for the remainder of the season. The mission of TEEN KIDS' NEWS is to produce a weekly news program that will provide information and news to kids in a manner that is compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team will be unique in television and have great appeal to kids who will identify and emulate them. This program will serve the audience in a way that will make a real difference in their lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. TKN will fill that void and become the first program in history that will develop the next generation of news viewers. The 101 year old educational publisher will contribute editorial support and script editing to make stories more age appropriate. Weekly Reader Polls will be featured on the program as well as content from their magazines which reach 11 million children. News Scripts will posted on web site to allow teachers to use them to conduct mock newscasts in the classroom. A regular feature each week will come from Children's Pressline, the international news service that has produced stories for the last 25 years to bring the authentic voices of children and teens to opinion leaders, policymakers and the general public.</p>			

Title of Digital Core Program #12		Origination	
TEEN KIDS NEWS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 11:30AM 9/17/11-9/24/11	2		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>On September 17, 2011 KFJX launched its new Fall E/I lineup. TEEN KID'S NEWS moved to its new home Saturdays at 11:30AM, where it will be broadcast for the remainder of the season. The mission of TEEN KIDS' NEWS is to produce a weekly news program that will provide information and news to kids in a manner that is compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team will be unique in television and have great appeal to kids who will identify and emulate them. This program will serve the audience in a way that will make a real difference in their lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. TKN will fill that void and become the first program in history that will develop the next generation of news viewers. The 101 year old educational publisher will contribute editorial support and script editing to make stories more age appropriate. Weekly Reader Polls will be featured on the program as well as content from their magazines which reach 11 million children. News Scripts will posted on web site to allow teachers to use them to conduct mock newscasts in the classroom. A regular feature each week will come from Children's Pressline, the international news service that has produced stories for the last 25 years to bring the authentic voices of children and teens to opinion leaders, policymakers and the general public.</p>			

Title of Digital Core Program #13		Origination	
THIS WEEK IN BASEBALL		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 2:30PM 7/2/11-9/24/11	13		

Length of Program 30 minutes	Age of Target Audience		E/I Symbol Used As Required Y
	From 13 years	To 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>"This Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.</p>			

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 REAL LIFE 101	Origination SYNDICATED	
Regular Schedule Saturdays 7:00AM 10/1/11-12/31/11	Total Times to be Aired 14	
Length of Program 30 minutes	Age of Target Audience	
	From 13 years	To 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
REAL LIFE 101 presents real people pursuing real jobs and careers in an educational and		

informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that REAL LIFE 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.

Title of Planned Core Program #2		Origination	
MAD ABOUT		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays 7:30AM 10/1/11-12/31/11		14	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Mad About is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.</p>			

Title of Planned Core Program #3		Origination	
Jack Hanna's INTO THE WILD		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturdays 8:00AM 10/1/11-12/31/11		14	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Jack Hanna's INTO THE WILD program is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. The episodic content will certainly further the educational, informational needs of children 13-16 years of age. INTO THE WILD's emphasis on the visual dovetails with the disposition towards visual learning that is evident in children of all ages, but particularly in the early teen years. The program topic is suitable for both the secondary classroom and general audience with content addressing several academic outcomes designated by both state and national life science standards. Shot from a number of photographic perspectives, the viewer is introduced to the biodiversity of the area, how animals are adapted to the environment and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. While Jack Hanna introduces the habitat and the wildlife, regional guides are given the expert status and the viewer becomes engaged in the natural environment with the same enthusiasm as Jack's family. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program.</p>			

Title of Planned Core Program #4		Origination	
PETS.TV		SYNDICATED	
Regular Schedule		Total Times to be Aired	

Saturdays 8:30AM 10/1/11-12/31/11	14	
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>The purpose of PETS.TV is to provide a safe learning environment for young viewers to become more informed about animals and pets in a positive and pro-social atmosphere. Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.</p>		

Title of Planned Core Program #5	Origination	
YOUNG ICONS	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturdays 11:00AM 10/1/11-12/31/11	14	
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. One guest's message inspires young audiences to "never let age hold us back, no matter how old you may be". Parents play an important role in supporting their 'young icons'. As one parent stated, "You can take a simple idea and turn it into something that can help an awful lot of people." The program provides a motivational and inspirational message that empowers audiences of all ages that hard work; dedication and looking beyond ourselves will pay off for everyone. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.</p>		

Title of Planned Core Program #6	Origination	
TEEN KIDS NEWS	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturdays 11:30AM 10/1/11-12/31/11	14	
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>The mission of TEEN KIDS' NEWS is to produce a weekly news program that will provide information and news to kids in a manner that is compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news</p>		

anchor team will be unique in television and have great appeal to kids who will identify and emulate them. This program will serve the audience in a way that will make a real difference in their lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. TKN will fill that void and become the first program in history that will develop the next generation of news viewers. The 101 year old educational publisher will contribute editorial support and script editing to make stories more age appropriate. Weekly Reader Polls will be featured on the program as well as content from their magazines which reach 11 million children. News Scripts will posted on web site to allow teachers to use them to conduct mock newscasts in the classroom. A regular feature each week will come from Children's Pressline, the international news service that has produced stories for the last 25 years to bring the authentic voices of children and teens to opinion leaders, policymakers and the general public.

Title of Planned Core Program #7		Origination	
ANIMAL ATLAS		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sundays 7:00AM 10/2/11-12/25/11		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Animal Atlas is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science. The programs consist of original and detailed footage of animals, a narration, and a charming musical score. The fast moving clips of greatly varied species and subspecies allows viewers to compare and contrast structure and functionality of animal physiologies and behaviors. The animal subjects are presented as they move informally and comfortably through their normal activities. There is no heightened or artificial drama in the presentations. The narration is well informed and unobtrusive, allowing for the inevitable learning that comes from wonder and delight. Even after thirty years of televised animal footage, this series presents vignettes that are new and very engaging. This series also presents in a non-exploitive way views of animal behavior and physiology that traditional pedagogical programming might not include. The ability for young people to observe, wonder, and compare is one of the strengths of the series. While the series builds upon and reinforces life science concepts begun at lower levels, the content, the treatment of the content, the presumption of scientific understanding, and particularly the tone and emphasis of the series are most appropriate for secondary schools. General life science concepts in the episodes reviewed are expected to be learned by middle school where many states begin heavy emphasis in life science.</p>			

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	
Darren Dishman		417-782-1414	
Address		E-mail Address	
2950 NE Hwy 69		ddishman@fox14tv.com	
City	State	ZIP Code	

Pittsburg	KS	66762
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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.

KFJX-TV turned off its analog channel 14 on June 12, 2009 and broadcasts exclusively on digital channel 13.

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
Surtsey Media, LLC	
Date	
10/10/2011	

Exhibit for question 7c.

KFJX-TV did not broadcast an analog signal during the 3rd Quarter of 2011 due to the digital transition. KFJX-TV ceased broadcast operations on analog channel 14 on June 12, 2009. KFJX-TV broadcasts on digital channel 13.

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Children's Television Online Filing System

[FCC](#) > [Media Bureau](#) > KidVid

Submission Confirmation

Confirmation Number 124921
Call Sign KFJX
Filing Quarter 09/30/2011
Date
Filing Date 10/10/2011

Exhibit Details

File Name C:\Documents and Settings\ddishman.OPERATIONS\Desktop\Exhibit KFJX Question 7c.pdf
Size (bytes) 9496
Exhibit ID [1249210](#)

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
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Phone: 1-888-CALL-FCC (1-888-225-5322)
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