

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	Community of License			
		City	State	County	ZIP Code
KNBN	(analog) 21 (digital)	Rapid City	SD	Pennington	57702
Licensee Name					
Rapid Broadcasting Company					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network NBC		Rapid City	www.newscenter1.com		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
81464			04/01/2010		

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 Program. 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.	8 hours
(b)	Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?	Y
(c)	If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. If No to 7(c), submit as an Exhibit a Statement of Explanation.	Y
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.	280 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.	5 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, TV Data, Tribune Media Services

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	
My Friend Rabbit		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 8:30am	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 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 Digital Core Program #2		Origination	
Zula Patrol, The		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 8:00am	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 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 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 #3		Origination	
Willas Wild Life		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 9:00am	30		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>WILLAS WILD LIFE is a new animated series featuring a six-year-old girl, Willas Wild Life, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willas Wild Life, offering her advice and friendship from each of their respective points of view. In each episode, Willas Wild Life faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willas Wild Life finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.</p>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	1	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
10/12 / WIL008	10/12 11:00am	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	
Sat 9:30am	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	1	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
10/10 / BAR201	10/11 7:00am	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	
Shelldon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 10:00am	11		
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			
<p>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.</p>			

Title of Digital Core Program #6		Origination	
Jacob Two-Two		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 10:00am	2		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			
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 / TWO110	10/10 7:00am	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 #7	Origination
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Jane and the Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 10:30am	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			
<p>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.</p>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	1	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
10/10 / JAD110	10/10 7:30am	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 #8		Origination	
VJ IAM.tv		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 6p, Sun 9:30am	26		
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>VJ IAM.tv is an E/I video journalism series for children 13 and up. All video journalists featured share their stories, skills, passions, and interest with their peers. After each segment, the host interviews the VJs to find out more about their experiences shooting the piece. This technique is implemented so that young people may identify with the experiences of the video journalists. Viewers are encouraged and given the confidence to seek their own identity through storytelling and video production. Additionally, in the weekly content, the series inspires teens by featuring examples of young people who are active in their communities. Topics explored range from health, fitness and green awareness to sports and entertainment.</p>			

Title of Digital Core Program #9		Origination	
GOGORIKI		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7am	7		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	

30 minutes	4 years	9 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>A primary educational purpose of each program is to integrate age-appropriate social and emotional skills and other educational and pro-social material into the context of GOGORIKI's overall settings and individual episodes. To best integrate these core skills and values into the stories, situations and humor of GOGORIKI, a variety of tactics and strategies were deployed throughout the series. Life scenarios that commonly worry children, like: making the right choices; dealing with obstacles; feeling sad, insecure or vulnerable; disappointing friends; failure to succeed; facing conflict; and overcoming fears and phobias are presented throughout GOGORIKI. These scenarios are then resolved through a variety of practical and tested behavioral solutions. In order to foster responsibility, cooperation and caring attitudes, there are social and emotional objectives such as: cooperation and collaboration; self-discipline; group decision-making; conflict resolution; and personal responsibility. Additional objectives are highlighted, including personal courage, caring for others, perseverance, resourcefulness and optimism. Important socio-emotional messages, including tolerance for others, self-sacrifice, teamwork, respect for differences, problem-solving and recognizing right from wrong are integrated throughout the series.</p>			

Title of Digital Core Program #10		Origination	
Winx Club		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7:00am, 7:30am	19		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In the dimension of Magix there are 6 teenage girls at Alfea College for fairies who fight to save the universe from evil- They are the Winx Club! Along with their boyfriends from Redfountain School for Heroics they battle evil and save the universe from the Senior Witches, the evil warlock Darkar and the vicious Sorcerer Baltor.</p>			

Title of Digital Core Program #11		Origination	
Gladiators 2000		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sun 11:00am	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>Co-ed teams compete in physical and intellectual challenges with the help of their Gladiator coaches. Educational information is communicated through fun interactive lesson segments and animated interstitials. The contestants are tested on their knowledge of a variety of health and fitness topics such as: Nutrition: Which food groups contribute to a strong body and mind Fitness: What types of activities burn the most calories Body Knowledge: Different body types have unique nutritional needs Teamwork: Must work together to get the task done</p>			

Title of Digital Core Program #12		Origination	
Degrassi: The Next Generation		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

Sat 12:00p, 12:30p, Sun 11:30a, 12p, 12:30p	65		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Degrassi: The Next Generation is a television series for middle-and high-school-aged children and adolescents. The series, rated TV-PG addresses important age-appropriate relevant topics in a direct and honest fashion. While adolescents will certainly have some awareness of issues presented, the series provides vivid representations of dilemmas along with solid information about how they can be handled. Many of these problems emerge from within the peer culture as well as occasionally from expectations and conflicts that adults may be experiencing. Resolutions emerge through peer discussions and direct experiences. Viewing these situations in the often entertaining and engrossing format of the series may also yield opportunities for teenagers to express any concerns they may have about their own choices and the consequences portrayed in each episode. The Degrassi series exemplifies topics such as bullying, cliques, dating, conflicts between friends, relationships with teachers and parents, substance abuse, and school pressures both intellectual and social. All of these problems reflect concerns youth may encounter in the sometimes-tumultuous world of middle school and high school. The series also addresses the difficulties and opportunities for communication between adolescents and their parents and teachers. Often youth may have difficulty recognizing or expressing and confronting their own issues. Degrassi can act as a catalyst for young people who may be experiencing some of the problems presented on the show. Guides on the Internet are provided for the episodes to parents and teachers to talk with young people.</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.
- [There are no planned core program reports.]*
15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(11)(iii)? Y
16. Identify the licensee's children's programming liaison.

Name	Telephone Number

Jodi Digmann		605-355-0024, ext 48
Address		E-mail Address
2424 S Plaza Drive		jdigmann@newscenter1.com
City	State	ZIP Code
Rapid City	SD	57702

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.

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
Rapid Broadcasting Company	
Date	
01/08/2010	