

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: 06/30/2004

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	<a href="http://www.newscenter1.com">www.newscenter1.com</a>		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
81464			04/01/2006		

### 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 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	
Turbo Dogs		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			
"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.			
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?	
6/5 / TDO109	6/5 11A	N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			N
Reason for Preemption	SPORTS		

Title of Digital Core Program #2		Origination	
Willa's Wild Life		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 10:00am	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		
<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	2	2
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
5/29 / WIL 008	5/29 7am	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	SPORTS	
Preemption #2		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
6/26 / WIL005	6/26 7am	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N
Reason for Preemption	SPORTS	

Title of Digital Core Program #3		Origination	
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
	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>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 peoples 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?
6/5 / BAR209	6/5 12.30PM	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	
Shellton		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			
<p>This is an animated series about Shellton, 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. Shellton 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>			
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?	
6/5 / SHL012	6/5 11:30AM	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 #5		Origination	
3-2-1 Penguins		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 9:00am	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>3-2-1 Penguins features two children, Jason and Michelle, whose vacation at their grandmothers cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.</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?	
6/5 / PEN213	6/5 12P	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 #6		Origination	
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			
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 Kings Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	3	3	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
5/1 / JAD119	5/1 7:30AM	N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N	
Reason for Preemption	SPORTS		
Preemption #2			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
5/29 / JAD204	5/29 7:30AM	N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		N	
Reason for Preemption	SPORTS		
Preemption #3			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
6/26 / JAD208	6/26 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 #7		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 #8		Origination	
Winx Club		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7:00am, 7:30AM	16		
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 #9		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 #10		Origination	
Magical DoReMi		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 7am	10		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	7 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

A magical, musical odyssey through the secret world of witches-in-training, Magical DoReMi is the story of three 3rd graders and best friends (Dorie, Reanne and Mirabelle) who?armed with the power of music and the desire to make the world a better place?embark on a journey to become full-fledged witches. These Witchlings, as they are known in the Lunaverse, must go through eight stages of apprenticeship which take them on endless adventures and introduce them to a cast of colorful characters.

Title of Digital Core Program #11		Origination	
Edgemont		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sat 12p, 12:30p. Sun 11:30a,12p,12:30p	65		
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

Edgemont is a television program designed for middle and high school students aged 13-16 years-old and is rated TV-PG. Originally produced by Canadas public broadcaster, CBC, the series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each 30-minute episode generally focuses on the childrens activities at AC McKinley Secondary School. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. Most scenes occur in and around the McKinley School and the teens homes and follow the interactions of the teens. School work is taken seriously, depicted through characters studying in the library, receiving or discussing grades or doing homework at home. The cast portrays teenagers in a realistic manner with diversity along physical, social and ethnic lines, providing opportunities for most viewers to identify directly with specific characters. Each episode advances a few specific storylines based on particular social or emotional issues and takes them to a new conclusion. Characters act out behaviors that bring these issues to the forefront, and they solve problems, generally without intervention by adults but through communication with peers and direct action, which leads to a better understanding of each situation and each other. At the same time, actions do lead to consequences, and the outcomes provide a life lesson that is plainly evident but conveyed to the viewer in a natural way. It is anticipated that, on viewing Edgemont, teen viewers will compare their own behaviors to those of the characters, and the series may provide a vehicle for them to openly express to peers, and potentially teachers and parents, their own ideas and concerns relating to the issues portrayed. Parental viewing may also provide parents an additional perspective on the developmental process and social and emotional pressures in their childrens lives. The series also touches on significant societal issues, which is intended to inform teens on these topics, stimulate conversations among teen viewers and potentially complement classroom discussions. These issues range from considerations of diversity, racism and sexual identity, to divorce, teen pregnancy, bullying and alcohol and substance abuse. The series website provides additional materials, including Study Guides, to assist educators and parents in stimulating discussion of Edgemont with teens.

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?
- 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.

Y

### 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
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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		<a href="mailto:jdigmann@newscenter1.com">jdigmann@newscenter1.com</a>
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	
7/12/2010	