

Federal Communications Commission
Washington D.C. 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 12/31/2006

1. Call Sign	Channel Number	Community of License		
KWWL	7	City	State	County
		WATERLOO	IA	BLACKHAWK
ZIP Code				
50703				
Licensee				
KWWL Television Inc.				
<input checked="" type="checkbox"/> Network Affiliation: NBC		Nielsen DMA	World Wide Web Home Page Address (if applicable)	
<input type="checkbox"/> Independent		Cedar Rapids-Waterloo-Dubq	WWW.KWWL.COM	
Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yyyy)		
593	NA	02/01/2013		

Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c). 3

3. Does the licensee identify each Core Program at the beginning of the airing of each program as required by C.F.R. Section 73.673? Yes No

4. 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 Section 73.673? Yes No

b. Identify publishers who were sent information in 4.a.

CEDAR RAPIDS GAZETTE, TRIBUNE TV, TV DATA TECHNOLOGIES, WASHINGTON EVENING JOURNAL, INFORMATION RESOURCES-CHICAGO, IOWA CITY PRESS CITIZEN, TV GUIDE, WATERLOO COURIER, VIDEO VIEWING, PREVUE NETWORK, DUBUQUE TELEGRAPH HERALD, INFORMATION RESOURCES-CEDAR RAPIDS.

5. 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 Program #1: Veggie Tales			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
SATURDAYS 9:00 AM-9:30 AM	13	0	
Length of Program: 30 (minutes)			

Age of Target Child Audience: from 4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. **"VeggieTales" is a children's series featuring animated vegetables who teach life lessons through delightfully entertaining stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with the problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. Without being preachy, the show communicates core values of honesty, kindness, forgiveness and appreciation for all, through entertaining characters and storylines.**

Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. * Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #1: Veggie Tales		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
13	0	0

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home? Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? Yes No

Reason for Preemption:

Breaking News Sports Other
 Other News Public

Title of Program #2: Dragon		Origination Network	
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
SATURDAY 9:30 AM-10:00 AM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 4 years to 8 years			

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. **Inspired by children's everyday life, "Dragon" is an animated show about a tubby little dragon named, Dragon, as he faces his daily challenges using a simple and direct approach to life. Dragon is friendly and helpful, but he tends to see things from a much different perspective than most of us and that's when trouble arises. As each story unfolds, we learn to see things in different ways just like Dragon does and learn how to make each day special through his experiences. Voice-over narration conveys the educational purpose of the story by raising questions, and reinforcing the problem strategies Dragon uses to get through his challenge of the day.**

Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. * Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #2: Dragon

Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
13	0	0

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? Yes No

Reason for Preemption:
 Breaking News Sports Other
 Other News Public

Title of Program #3: 321 Penguin/Larry Boy Stories			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
SATURDAY 10:00 AM-10:30 AM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 4 years to 8 years			

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. **3, 2, 1, PENGUIN/LARRY BOY STORIES is a series of stories narrated by animated vegetables, Bob the Tomato and Larry the Cucumber, that teach life lessons through wit and humor. Each episode contains one or two short animated stories that illustrate important values to children in an entertaining way. Stories are interrupted with silly songs, usually sung by Larry the Cucumber, that contain whacky lyrics in a catchy tune. Each episode ends with Bob and Larry reinforcing the lesson learned through the stories.**

Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. * Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #3: 321 Penguin/Larry Boy Stories		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
13	0	0

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? Yes No

Reason for Preemption:
 Breaking News Sports Other
 Other News Public

Title of Program #4: Babar			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
SATURDAY 10:30 AM-11:00 AM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 2 years to 8 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. BABAR is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.			

Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. * Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #4: Babar		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
13	0	0

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home? Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? Yes No

Reason for Preemption:
 Breaking News Sports Other
 Other News Public

Title of Program #5: Jane and the Dragon			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
SATURDAY-11:00 AM-11:30 AM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 4 years to 8 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. JANE AND THE DRAGON is a coming of age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard instead. Accompanied by her best friend, a giant green Dragon who 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.			

Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. * Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #5: Jane and the Dragon		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
13	0	0

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? Yes No

Reason for Preemption:
 Breaking News Sports Other
 Other News Public

Title of Program #6: Jacob Two-Two		Origination Network	
Days/Times Program Regularly Scheduled:	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Preemption Report
SATURDAY-11:30AM-12:00PM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 4 years to 8 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. JACOB TWO-TWO is a very little boy with a very big heart. As the youngest member of a large family, Jacob has to say things twice so he can be heard. He looks up to his siblings, but tends to be ignored or bullied by them when he tries to partake in their activities. Still, there are those who notice him 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 himself and others out of hot water as he tumbles through a series of exciting adventures with honesty, integrity, and a whole lot of determination.			

Preemption Report

Complete the chart below for each core program listed in Question 5 of FCC 398 that was preempted during the past three months. * Total Times Aired is total times aired at regularly scheduled time plus Number of Preemptions Rescheduled.

Title of Program #6: Jacob Two-Two		
Total Times Aired *	Number of Preemptions	Number of Preemptions Rescheduled
13	0	0

Date Preempted/Episode # (1)	If rescheduled, date and time rescheduled. If not rescheduled, enter N/A	Is the rescheduled date the second home?
		Yes No

If rescheduled, were promotional efforts made to notify public of rescheduled date and time? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Reason for Preemption:		
<input type="checkbox"/> Breaking News	<input type="checkbox"/> Sports	<input type="checkbox"/> Other
<input type="checkbox"/> Other News	<input type="checkbox"/> Public	

Non-Core Educational and Informational Programming

6. 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. Section 73.671. Complete chart below for each additional such educational and informational program.

Title of Program #1: TEEN KIDS NEWS			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
SATURDAY 12:00 PM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 13 years to 16 years			
Describe the program. Kid to kid newscast created for and delivered by children – young “journalists” reporting from a professional news set and from the field on stories of interest and educational value to its own audience.			
Does the program have educating and informing children ages 16 and under as a significant purpose?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673?			<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Title of Program #2: NASCAR Angels			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays 12:30 pm	12	1	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 9 years to 16 years			
Describe the program. From fixing up a family's old car to helping a community in need of a school bus repair, the NASCAR Angels are there to help make life a little easier. Join top NASCAR drivers and crew chiefs as they help deserving people while taking them behind-the-scenes to get up close and personal with the NASCAR experience. Rusty Wallace is joined by top NASACAR drivers and crew chiefs as they help improve the lives of deserving families and communities by helping fix their broken down vehicle. Shot on location around the country.			

Does the program have educating and informing children ages 16 and under as a significant purpose? Yes No

If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? Yes No

If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? Yes No

Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Program #1: VEGGIE TALES			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SATURDAY - 9:00 AM - 9:30 AM	13	30 (minutes)	from 4 to 8 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "VeggieTales" is a children's series featuring animated vegetables who teach life lessons through delightfully entertaining stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with the problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. Without being preachy, the show communicates core values of honesty, kindness, forgiveness and appreciation for all, through entertaining characters and storylines.			

Title of Program #2: DRAGON			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SATURDAY - 9:30 AM - 10:00 AM	13	30 (minutes)	from 4 to 8 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. DRAGON is a cheerful, lovable, and insatiable curious blue dragon who lives in a colorful little house that welcomes all his friends and anyone else who needs comfort or advice. Everyday Dragon faces a new problem that needs to be solved, and he does it in his unique Dragon-like way. If he can't get it right the first time, he keeps trying until he does.			

Title of Program #3: 3 2 1 PENGUIN/LARRY BOY STORIES			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SATURDAY - 10:00 AM - 10:30 AM	13	30 (minutes)	from 4 to 8 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. 3, 2, 1, PENGUIN/LARRY BOY STORIES is a series of stories narrated by animated vegetables, Bob the Tomato and Larry the Cucumber, that teach life lessons through wit and humor. Each episode contains one or two short animated stories that illustrate important values to children in an entertaining way. Stories are interrupted with silly			

songs, usually sung by Larry the Cucumber, that contain whacky lyrics in a catchy tune. Each episode ends with Bob and Larry reinforcing the lesson learned through the stories.

Title of Program #4: BABAR			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SATURDAY - 10:30 AM-11:00 AM	13	30 (minutes)	from 2 to 8 (years)

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. **BABAR is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.**

Title of Program #5: JANE AND THE DRAGON			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SATURDAY - 11:00 AM-11:30 AM	13	30 (minutes)	from 4 to 8 (years)

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. **Set in medieval times, "Jane and the Dragon" is an animated show about a middle class, thirteen-year-old girl named Jane who is raised in the Royal Court as a Knight-in-Training. With a giant green Dragon as her best friend, Jane experiences challenges that test her skills and demonstrate her strength in character, as a Knight of the King's Guard. Entrenched in each episode are social-emotional messages that hinge on the universal themes of courage, kindness, honesty and friendship.**

Title of Program #6: JACOB TWO-TWO			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SATURDAY - 11:30AM-12:00PM	13	30 (minutes)	from 4 to 8 (years)

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. **"Jacob Two-Two" is an animated show about a little boy who lives with his parents and four older siblings and has a habit of repeating himself just so he can be heard. Ignored by his siblings, Jacob finds a place for himself in a world filled with mystery and intrigue as he freewheels through his adventures with his closest friends, Buford and Renee. Based on Mordecai Richler's books, the show embeds social-emotional messages in which Jacob learns to carve a niche for himself as he learns to deal with his reality in the surreal world of adults.**

8. Does the licensee publicize the existence and location of the stations's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)? Yes No

9. 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. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Name of Program	Call Letters of Station Airing Sponsored Program	Channel Number of Station Airing Sponsored Program	Did total programming Increase?
			<input type="checkbox"/> Yes <input type="checkbox"/> No

For each Core Program sponsored by the licensee, complete the chart below.

Title of Program #1:			Origination
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Length of Program: (minutes)			
Age of Target Child Audience: from years to years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			

10. Name of children's programming liaison:	
Name Kimberly A Leer	Telephone Number (include area code) 319-291-1271
Address 500 East 4th Street	Internet Mail Address (if applicable) kleer@kwwl.com
City Waterloo	State IA

11. 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. Section 73.671, NOTE 2.

KWWL has been an active member of Partners in Education for 20+ years. We meet once a month during the school year to enhance the relationship between Kingsley Elementary School students and KWWL and other businesses. Teaching kids about business, television and community character. We adopt several needy children during the holidays that attend the school and provide their families with needed clothing, food etc. KWWL also teaches Weather 101 to elementary schools-this is a program to educate kids about weather and how to predict it. KWWL also has several employees that are mentors and our news anchors speak extensively at elementary schools. KWWL Aired "The Quills Literary Awards Special on 11/11 at 13:30pm-this special is about Children and reading and recommends books for kids.

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 KWWL Television, Inc.	Signature (only for printed version)
Date 1/8/06	