

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: 03/31/2008

Call Sign	Channel Numbers	City	State	County	ZIP Code
KHAS-TV	5 (analog) 21 (digital)	Hastings	NE	Adams	68901
Licensee Name					
Hoak Media of Nebraska, LLC					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network NBC	Lincoln-Hastings-Kearney Plus	www.khastv.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
48003		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). 3 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? Y
- (b) Identify publishers who were sent information in 3(a).

TV Guide Tribune Media

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.

Title of Analog Core Program #1		Origination		
Jacob Two-Two		NETWORK		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
Saturday 9:00am	13	0		
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

Based on Mordecai Richlers books, Jacob Two-Two is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age that he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacobs father, a full-time writer.

Title of Analog Core Program #2		Origination	
Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:30am	13	0	
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

Inspired by children's everyday life, "Dragon" is an animated show that is based on the book series by author and illustrator, Dav Pilkey. The show follows a little blue dragon as he faces his daily challenges. Using a simple and direct approach to life, Dragon learns new information and develops new skills primarily through trial and error. Dragon is friendly and helpful, but he tends to see things from a much different perspective and sometimes that leads to trouble. As each story unfolds, the audience learns to see things in different ways, much like Dragon, and they learn how to problem solve through everyday challenges. Dragon shows how to take care of a pet, discover new places, or how to find the right hobby.

Title of Analog Core Program #3		Origination	
My Friend Rabbit		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10:00am	13	0	
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 is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.

Title of Analog Core Program #4		Origination	
3-2-1 Penguins		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10:30am	13	0	
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

"3-2-1 Penguins" features two children - Jason and Michelle - whose vacation at their grandmother's 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 throughout 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 with the penguins. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

Title of Analog Core Program #5		Origination	
Veggie Tales		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:00am	13	0	
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

VeggieTales is a childrens series featuring animated vegetables who teach life lessons through 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 a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.

Title of Analog Core Program #6		Origination	
Jane & The Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:30am	13	0	
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

Set in medieval times, Jane and the Dragon is an animated show that hails from Martin Bayntons best-selling books about a middle class girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Janes best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the Kings Guard. Sometimes Jane learns a moral lesson, and other times she uses analytical ability to illustrate how a problem can be made less complicated and easily solved.

### Non-Core Educational and Informational Programming

- 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

- 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. 3 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. Y  
If No to 7(c), submit as an Exhibit a Statement of Explanation.
- 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).

TV GUIDE TRIBUNE MEDIA

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	
Jacob Two-Two		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 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			
Based on Mordecai Richlers books, Jacob Two-Two is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age that he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacobs father, a full-time writer.			

Title of Digital Core Program #2		Origination	
Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 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			
Inspired by children's everyday life, "Dragon" is an animated show that is based on the book series by author and illustrator, Dav Pilkey. The show follows a little blue dragon as he faces his daily challenges. Using a simple and direct approach to life, Dragon learns new information and develops new skills primarily through trial and error. Dragon is friendly and helpful, but he tends to see things from a much different perspective and sometimes that leads to trouble. As each story unfolds, the audience learns to see things in different ways, much like Dragon, and they learn how to problem solve through everyday challenges. Dragon shows how to take care			

of a pet, discover new places, or how to find the right hobby.

Title of Digital Core Program #3		Origination	
My Friend Rabbit		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 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			
My Friend Rabbit is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.			

Title of Digital Core Program #4		Origination	
3-2-1 Penguins		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 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			
"3-2-1 Penguins" features two children - Jason and Michelle - whose vacation at their grandmother's 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 throughout 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 realtions with the other, and ends after the children have learned an important social-emotional message through their adventure with the penguins. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.			

Title of Digital Core Program #5		Origination	
Veggie Tales		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:00am	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			
VeggieTales is a childrens series featuring animated vegetables who teach life lessons through 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 a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.			

Title of Digital Core Program #6		Origination	
Jane & The Dragon		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 11:30am	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	4 years	8 years	Y

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 that hails from Martin Bayntons best-selling books about a middle class girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Janes best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the Kings Guard. Sometimes Jane learns a moral lesson, and other times she uses analytical ability to illustrate how a problem can be made less complicated and easily solved.

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		Origination	
Jacob Two-Two		NETWORK	
Regular Schedule	Total Times to be Aired		
Saturday 9:00am Channel 5 & 21	13		
Length of Program	Age of Target Audience		
	From	To	

30 minutes	4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Based on Mordecai Richlers books, Jacob Two-Two is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age that he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacobs father, a full-time writer.		
Title of Planned Core Program #2	Origination	
Dragon	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 9:30am Channel 5 & 21	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	4 years	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 that is based on the book series by author and illustrator, Dav Pilkey. The show follows a little blue dragon as he faces his daily challenges. Using a simple and direct approach to life, Dragon learns new information and develops new skills primarily through trial and error. Dragon is friendly and helpful, but he tends to see things from a much different perspective and sometimes that leads to trouble. As each story unfolds, the audience learns to see things in different ways, much like Dragon, and they learn how to problem solve through everyday challenges. Dragon shows how to take care of a pet, discover new places, or how to find the right hobby.		
Title of Planned Core Program #3	Origination	
My Friend Rabbit	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 10:00am Channel 5 & 21	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
My Friend Rabbit is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.		
Title of Planned Core Program #4	Origination	
3-2-1 Penguins	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 10:30am Channel 5 & 21	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	4 years	8 years

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

"3-2-1 Penguins" features two children - Jason and Michelle - whose vacation at their grandmother's 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 throughout 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 realtions with the other, and ends after the children have learned an important social-emotional message through their adventure with the penguins. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

Title of Planned Core Program #5

VeggieTales

Regular Schedule

Saturday 11:00am Channel 5 & 21

Length of Program

30 minutes

Origination

NETWORK

Total Times to be Aired

13

Age of Target 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 childrens series featuring animated vegetables who teach life lessons through 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 a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.

Title of Planned Core Program #6

Jane & The Dragon

Regular Schedule

Saturday 11:30am Channel 5 & 21

Length of Program

30 minutes

Origination

NETWORK

Total Times to be Aired

13

Age of Target 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

Set in medieval times, Jane and the Dragon is an animated show that hails from Martin Bayntons best-selling books about a middle class girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Janes best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the Kings Guard. Sometimes Jane learns a moral lesson, and other times she uses analytical ability to illustrate how a problem can be made less complicated and easily solved.

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

Jackie Ackerman

Telephone Number

(402) 463-1321

Address

E-mail Address

6475 Osborne Drive West		Jackie.Ackerman@khastv.com
City	State	ZIP Code
Hastings	NE	68901

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.

KHAS-TV aired numerous public service announcements designed specifically for children (included in public file). The More You Know comprehensive website compliments the on-air public service announcements, while providing in-depth referral information for viewers. Each of the core programs are identified on air as educational and informational with "E/I" icon and is similarly identified to the national listing services.

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
Hoak Media of Nebraska, LLC/KHAS-TV	
Date	
04/08/2008	