

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: 06/30/2009

Call Sign	Channel Numbers	Community of License			
KHAS-TV	(analog)	City	State	County	ZIP Code
	5 (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(e). hours
3. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?
(b) Identify publishers who were sent information in 3(a).
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.
[There are no analog core program reports.]

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.
[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.
[There are no analog sponsored core program broadcast reports.]
[There are no analog sponsored core program detail reports.]

Digital Core Programming

- 7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream. 3 hours
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? N
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. N
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	
VeggieTales		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:00am	12		
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.			
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?	
6/6/09 VEG111	6/6/09 12pm	Y	
	If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?	Y	
Reason for Preemption	SPORTS		
Title of Digital Core Program #2		Origination	
3-2-1 Penguins		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 9:30am	12		
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.

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?
6/6/09 PEN302	6/6/09 1230pm	Y
	If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?	Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #3		Origination	
Turbo Dogs		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10:00am	12		
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 like directionality and the 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?
6/6/09 TDO110	6/6/09 1pm	Y
	If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?	Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #4		Origination	
Barbar		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10:30am	12		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	

30 minutes	4 years	8 years	Y
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming

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.

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?
6/6/09 BAR203	6/6/09 1:30pm	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #5	Origination
The Zula Patrol	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

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 Wig - 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 #6	Origination
My Friend Rabbit	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
	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.

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.

Title of Planned Core Program #1		Origination	
Babar		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 10:30am		13	
Length of Program	30 minutes	Age of Target Audience	
		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
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.			
Title of Planned Core Program #2		Origination	
The Zula Patrol		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 11:00am		13	
Length of Program	30 minutes	Age of Target Audience	
		From	To
		4 years	8 years

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 Wig - 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 Planned Core Program #3	Origination	
3-2-1 Penguins	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 9:30am	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 #4	Origination	
Veggietales	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 9:00am	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

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 #5	Origination	
Turbo Dogs	NETWORK	
Regular Schedule	Total Times to be Aired	
Saturday 10:00am	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

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 like directionality and the 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.

Title of Planned Core Program #6

Origination

My Friend Rabbit

NETWORK

Regular Schedule

Total Times to be Aired

Saturday 11:30am

13

Length of Program

Age of Target Audience

30 minutes

From

To

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.

15. Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. §73.3526(e)(1)(iii)?

Y

16. Identify the licensee's children's programming liaison.

Name

Telephone Number

Jackie Ackerman

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 switched to full digital on 12/1/08 on Channel 5.1. Our analog channel was shut down on the same date. Therefore, childrens programming only aired on our digital channel during the 2nd Quarter 2009. KHAS-TV aired numerous public service announcements designed specifically for children (included in public file) as well as The More You Know public service announcements provided by network (NBC). The More You Know comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, general campaign overview, message boards, press releases, kids' pages and referral information. 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	
07/8/2009	

FCC Form 398
March 2006