

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: 03/31/2010

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
KMOH	(analog) 19 (digital)	Kingman	AZ	Mohave	86401
Licensee Name					
Hero Licenseco, LLC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network MTV Tr3s		Phoenix	www.mtvtr3sphx.com		
Facility ID	Previous Call Sign (if applicable)			License Renewal Expiration Date	
24753				10/11/2014	

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 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. 4.0 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. 168 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. 4.0 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, Neilson, FYI Television, Tribune Media, Video Viewing

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	
Doug		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
7:00am and 7:30am Mondays.	26		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	15 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Doug is the story of an 11 year boy. When he and his family move to a new town, he makes new friends and keeps a journal of all his adventures. Sometimes he imagines himself as a super hero by the name of Quailman. Quailman helps other children make proper decisions and teaches them how to be courteous, logical and make moral decisions.			

Title of Digital Core Program #2		Origination	
Allegra's Window		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Tuesdays at 7:00am, Tuesdays and Thursdays at 7:30am.	38		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	5 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Allegra's Window is the story of a pre-schooler named Allegra who has many adventures with her friends, family and teachers. These adventures deal with emotions, life and different situations. The program uses music to help teach the children.			

Title of Digital Core Program #3		Origination	
Gullah, Gullah Island		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Wednesdays at 7:00am Wednesday's and Friday's at 7:30am.	39		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	

30 minutes	From	To	Y
	3 years	7 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
Gullah Gullah Island is the story of a family that now lives on the island. They explore different feelings concerning life, social learning, fun and happiness. They share what they have learned with stories involving pets, friends and each other.			

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 informational 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	
Doug		SYNDICATED	
Regular Schedule		Total Times to be Aired	
7:00am and 7:30am Mondays.		26	
Length of Program		Age of Target Audience	
30 minutes	From	To	
	2 years	15 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
Doug is the story of an 11 year boy. When he and his family move to a new town, he makes new friends and keeps a journal of all his adventures. Sometimes he imagines himself as a super hero by the name of Quailman. Quailman helps other children make proper decisions and teaches them how to be courteous, logical and make moral decisions.			

Title of Planned Core Program #2		Origination	
Allegra's Window		SYNDICATED	
Regular Schedule		Total Times to be Aired	

Tuesdays at 7:00am, Tuesdays and Thursdays at 7:30am.		38
Length of Program	Age of Target Audience	
	From	To
30 minutes	2 years	5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Allegra's Window is the story of a pre-schooler named Allegra who has many adventures with her friends, family and teachers. These adventures deal with emotions, life and different situations. The program uses music to help teach the children.		

Title of Planned Core Program #3	Origination	
Gullah, Gullah Island	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Wednesdays at 7:00am Wednesday's and Friday's at 7:30am.	39	
Length of Program	Age of Target Audience	
	From	To
30 minutes	3 years	7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Gullah Gullah Island is the story of a family that now lives on the island. They explore different feelings concerning life, social learning, fun and happiness. They share what they have learned with stories involving pets, friends and each other.		

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(c)(1)(ii)? Y
16. Identify the licensee's children's programming liaison.

Name		Telephone Number
Maritza Perez		305-863-5711
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14450 Commerce Way		m.perez@herobroadcasting.com
City	State	ZIP Code
Miami Lakes	FL	33016

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
Hero Licenseco LLC.	
Date	FOR maritza Perez
04/01/2010	