



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003474871** | File Number: **CPR-122770** | Submit Date: **07/11/2011** | Call Sign: **WUPA** | Facility ID: **6900** | City: **ATLANTA** | State: **GA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/11/2011** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

**General Information**

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant  
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
-----------	---------	-------	-------	----------------

Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
--------------	---------	-------	-------	--------------

Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Atlanta
	Web Home Page Address	www.cwatlantatv.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
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	0.0
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. Section 73.671:	0.0
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
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 Yes No 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?	No

Digital Core Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Whaddy Ado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Series include real footage and re-enactments mixed with teen-on-the-street interviews and expert opinions on what to do.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Real Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like, and what it takes to choose a particular profession.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)		Response
Program Title	Made In Hollywood: Teen Edition	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 8:00am	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Provides young teens an opportunity to explore and learn about the technical, artistic, creative, business and administrative careers that are a part of the motion picture, television, music video and home entertainment industries, as well as to learn about some of the skills, personal attributes, techniques, and strategies needed to enter these fields.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (4 of 6)		Response
Program Title	Mystery Hunters	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 8:30am	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Discovery Kids' MYSTERY HUNTERS, viewers are taken on a half-hour trip behind the scenes of the world's most thrilling paranormal riddles. The documentary-like show is hosted by teens who travel around the world interviewing experts and reenacting scenes in an attempt to solve years-old mysteries and ghost stories. Their sidekick, Doubting Dave, is based in the Mystery Lab, where he conducts experiments that tie into each episode. Past travels have taken the group to the Oregon forest in search of Bigfoot where Dave makes a footprint cast out of plaster, to Toronto to visit a 1,000-year-old mummy, and to a spoon-bending workshop in San Francisco. Kids will learn a lot of facts about each featured puzzle/mystery. The show encourages curiosity and discovery.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	Magi-Nation
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Magi-Nation Tony, Edyn and Strag are presented with a series of intriguing codes, riddles and other puzzles. Viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
---------------------------------------------------------------------------------------------	-----

Digital Core Program (6 of 6)	Response
Program Title	Magi-Nation
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Magi-Nation Tony, Edyn and Strag are presented with a series of intriguing codes, riddles and other puzzles. Viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes



Non-Core  
Educational and  
Informational  
Programming (0)

Sponsored Core  
Programming (0)

Liaison Contact

Question	Response
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. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Keisha Lancelin
Address	2700 Northeast Expressway Building A
City	Atlanta
State	GA
Zip	30345
Telephone Number	404-728-4610
Email Address	krancelin@cbs.com
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 noncore 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, NOTES 2 and 3.	During the 2nd quarter of 2011 we aired over eight hours of public service announcements targeted toward children. We are entering our fourth year of our partnership with The Art Institute of Atlanta in an effort to provide their students with hands-on television production experience. Also we are continuing our station tours for child serving organizations like the Girl Scouts, Cub Scouts, Boys and Girls Clubs and other afterschool programs around the metro Atlanta area. We also had the opportunity to visit Towers and Decatur High Schools for their career day festivities. In June we celebrated Black Music Month by highlighting Atlanta's most popular African American music producers. The vignettes honored Bryan Michael Cox, Organized Noize, Jazze Pha and Sean Garrett.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Whaddy Ado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Series include real footage and re-enactments mixed with teen-on-the-street interviews and expert opinions on what to do.

Other Matters (2 of 6)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like, and what it takes to choose a particular profession.

Other Matters (3 of 6)	Response
Program Title	Made In Hollywood: Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Provides young teens an opportunity to explore and learn about the technical, artistic, creative, business and administrative careers that are a part of the motion picture, television, music video and home entertainment industries, as well as to learn about some of the skills, personal attributes, techniques, and strategies needed to enter these fields.

Other Matters (4 of 6)	Response
------------------------	----------

Program Title	Mystery Hunters
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Discovery Kids' MYSTERY HUNTERS, viewers are taken on a half-hour trip behind the scenes of the world's most thrilling paranormal riddles. The documentary-like show is hosted by teens who travel around the world interviewing experts and reenacting scenes in an attempt to solve years-old mysteries and ghost stories. Their sidekick, Doubting Dave, is based in the Mystery Lab, where he conducts experiments that tie into each episode. Past travels have taken the group to the Oregon forest in search of Bigfoot where Dave makes a footprint cast out of plaster, to Toronto to visit a 1,000-year-old mummy, and to a spoon-bending workshop in San Francisco. Kids will learn a lot of facts about each featured puzzle/mystery. The show encourages curiosity and discovery.

Other Matters (5 of 6)	Response
Program Title	Magi-Nation
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Magi-Nation Tony, Edyn and Strag are presented with a series of intriguing codes, riddles and other puzzles. Viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.

Other Matters (6 of 6)	Response
Program Title	Magi-Nation
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Magi-Nation Tony, Edyn and Strag are presented with a series of intriguing codes, riddles and other puzzles. Viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>Atlanta Television Station WUPA, Inc.</b></p>

**Attachments**

No Attachments.