



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0004970935** | File Number: **CPR-118432** | Submit Date: **04/04/2011** | Call Sign: **WEAR-TV** | Facility ID: **71363**  
City: **PENSACOLA** | State: **FL**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/04/2011** | Filing Status: **Active**

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## Report reflects information for : First 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**

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Applicant	Address	Phone	Email	Applicant Type
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**Contact  
Representatives  
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC
	Nielsen DMA	Mobile-Pensacola
	Web Home Page Address	www.weartv.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	168.0
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:	3.0
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?	Yes

**Digital Core Programs(6)**

Digital Core Program (1 of 6)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/08:00-08:30 AM CT
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	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Kuzco, heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become the official Emperor of his land. During this process, he faces the intellectual, physical and social challenges that all teens face. In many episodes Kuzco must thwart attempts by his enemies to stop him from doing well in school. Kuzco struggles to complete his assignments and stay on track to graduate. Kuzco must remain steadfast, study hard, learn from his mistakes, relate to his citizens at all levels of society in order to ascend the throne. His loyal friend, Malina, helps Kuzco stay out of trouble and achieve his goals. Series episodes explore relevant messages, such as, coping with peer pressure, respecting authority, taking responsibility, adhering to foster family and school rules, honesty, acceptance of differences, building self-esteem and trust. This program airs on the station's primary digital stream.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 6)</b>		<b>Response</b>
Program Title	The Replacements	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays/08:30-09:00 AM CT	
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	8 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for "Replacement" parents for a \$1.98 fee and decide to send the money. They acquire an unorthodox pair of Replacement parents, Dick Daring, a former daredevil stuntman, and Agent K., a British super-spy. Neither seems to know much about parenting, although their intentions are good. Their attempts to forge a family and adjust to a new school are both touching and comedic. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. This program airs on the station's primary digital stream.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (3 of 6)</b>		<b>Response</b>
Program Title	That's So Raven	
Origination	Network	

Days/Times Program Regularly Scheduled	Saturdays/09:00-10:00AM CT (two separate 30-minute episodes)
Total times aired at regularly scheduled time	26
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	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven is a teen who is clairvoyant. Because of her special gift, Raven, a normally happy and resourceful girl, sometimes wonders if she is a freak. She has loving & supportive parents who both work outside of the home, which often makes her responsible for her younger brother after school causing the issue of typical sibling rivalry to arise. Raven also has two very close friends, Chelsea and Eddie. Everyone close to Raven knows about her clairvoyant abilities which sometimes gets her in trouble. The episodes focus on how Raven deals with growing up, being clairvoyant and deals with issues such as sibling rivalry, loyalty, self-acceptance, dealing with authority both from parents and at school, honesty, jealousy, the consequences of lying and/or cheating. This program airs on the station's primary digital stream.
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	Hannah Montana
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Mylie's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. This program airs on the station's primary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Hannah Montana
List date and time rescheduled	01/08/2011, 11:00-11:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2011-01-01
Episode #	
Reason for Preemption	Sports

<b>Digital Core Program (5 of 6) Response</b>	
Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom. One of the twins is polite and shy and excels in academics, while the other, an athlete, extrovert, barely scrapes by in school, due to disinterest and lack of effort, and instead often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family income limitations, responsibility, self-esteem, and peer pressure. This program airs on the station's primary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	The Suite Life of Zack and Cody
List date and time rescheduled	01/08/2011, 11:30AM-12:00PM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	
Reason for Preemption	Sports

<b>Digital Core Program (6 of 6)</b>	
	<b>Response</b>
Program Title	Gina D's Kids Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00AM-10:00AM CT (effective 03/05/2011)(six separate episodes each Saturday)
Total times aired at regularly scheduled time	24
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attracts and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program aired on digital subchannel WEAR-TV 3.2, effective 03/05/2011 UFN. This subchannel was previously unused, and was activated on 03/01/2011.

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Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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**Non-Core Educational and Informational Programming (1)**

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays 05:00-05:30AM CT
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
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.	Renown animal expert Jack Hanna travels the world to remote areas to study animals in their natural habitat. In each episode of this program, viewers learn as cameras follow Jack Hanna and he spends time with nature's creatures and various experts that are knowledgeable about each animal and their habitat. Each episode is designed to reveal to viewers the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. Mr. Hanna's journeys include Alaska where he observed brown bears and the effect of declining salmon runs on the brown bear population, the Great Barrier Reef to explore its development, and to a farm for exotic animals located in Missouri where wildlife preservation and history come together. This program aired on the station's primary digital stream.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	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

**Date and Time Aired:**

Questions	Response
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Date Time	
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**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	Joe Landon Smith
Address	4990 Mobile Highway
City	Pensacola
State	FL
Zip	32506
Telephone Number	850-456-3333
Email Address	joesmith@wear.sbgnet.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.

Effective Tuesday, 03/01/2011, WEAR-TV began broadcasting "Country TV" music video network on our digital subchannel WEAR-TV 3.2, and will continue airing that program stream indefinitely. This program stream carries 3 hours per week of Children's Educational and Informational programming as listed in this report. Question #8a and 8b were answered 168 and 3 as if WEAR-TV 3.2 had aired for the entire quarter. Some of the non-"core" educational/informational material aired by WEAR-TV is in the form of Public Service Announcements targeted to children. The following is a list of some, but not all, of those PSAs aired during programming targeted to children: \*ALLIANCE TO SAVE ENERGY "Hog Commandos" :30 Targeted at Tweens (ages 8-13), the objective is to educate the nation's families about the importance of energy efficiency in order to establish positive lifelong habits that will help reduce our growing demands for energy. \*AD COUNCIL-WILDFIRE PREVENTION "Keep it Safe" :30 Uses animated characters from Disney's "Cinderella" to teach kids that the forest is special and very precious, and that one careless act by people could cause a wildfire and wipe out all that beauty. \*GINA D's KID'S CLUB "Let's Get Fit" :30 Encourages children to play and join sports teams to exercise and stay healthy. \*AD COUNCIL-INSPIRING INVENTION "Meet the Robinsons" :30 Encourages children to think about new ways to do things; to get started on their own inventions or play games at inventnow.org. \*LIBRARY OF CONGRESS "Narnia" :30 target age group 9-11; Inspires fun and promotes literacy in all types of learning, including reading books, magazines and cartoons, visiting museums, creating music, and using one's imagination. \*NATIONAL MARINE SANCTUARY FOUNDATION AND ENVIRONMENTAL DEFENSE "Under the Sea" and "Part of Your World" :30 each Targets kids 2-12 years old. Features animated characters from Disney's "The Little Mermaid", designed to inspire children to prevent pollution before it harms the ocean and the creatures that live there. It encourages recycling and disposing of trash properly. \*ARBOR DAY FOUNDATION "Tree City" :30 Inspires young viewers to put down roots in their community by planting trees in urban and suburban areas to help clean the air, reduce storm water runoff, shade streets, homes and businesses, and enhance community pride. \*ARBOR DAY FOUNDATION "Nature Explore" :30 Encourages children to get outside to learn more about the natural world; how young lives need air, light, water, food and care...to bloom and thrive. \*AD COUNCIL-INSPIRING INVENTION "Bandage Puller" :30 Encourages children to think about new ways to do things; to keep thinking and begin inventing. \*AD COUNCIL-CHILDHOOD OBESITY PREVENTION "Bullseye" :30 Encourages kids to eat fruits like melons and mango because they have vitamin A to help see better, and other fruits to help make teeth, skin and hair healthy and strong. \*AD COUNCIL-NUTRITION EDUCATION "Coloring Book Pyramid" :30 Uses animated characters from Disney's "The Jungle Book" to teach kids to use the food pyramid to eat well, then be active to stay healthy. \*AD COUNCIL-CHILDHOOD OBESITY PREVENTION "Grandpa" :30 Encourages kids to eat fruits, because they potassium and nutrients to help keep your heart pumping strong during sports. \*FLORIDA DEPARTMENT OF EMERGENCY MANAGEMENT "Rip Currents" :30 This is a student-produced PSA warning kids to "swim to the side to stay alive" if they are caught in a rip current. This report reflects the transition from analog to digital effective 06/12/09.

**Other Matters (6)**

<b>Other Matters (1 of 6)</b>	<b>Response</b>
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/08:00-08:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become the official Emperor of his land. During this process, he faces the intellectual, physical and social challenges that all teens face. In many episodes Kuzco must thwart attempts by his enemies to stop him from doing well in school. Kuzco struggles to complete his assignments and stay on track to graduate. Kuzco must remain steadfast, study hard, learn from his mistakes, relate to his citizens at all levels of society in order to ascend the throne. His loyal friend, Malina, helps Kuzco stay out of trouble and achieve his goals. Series episodes explore relevant messages, such as, coping with peer pressure, respecting authority, taking responsibility, adhering to foster family and school rules, honesty, acceptance of differences, building self-esteem and trust. This program will air on the station's primary digital stream.

<b>Other Matters (2 of 6)</b>	<b>Response</b>
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/08:30-09:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for "Replacement" parents for a \$1.98 fee and decide to send the money. They acquire an unorthodox pair of Replacement parents, Dick Daring, a former daredevil stuntman, and Agent K., a British super-spy. Neither seems to know much about parenting, although their intentions are good. Their attempts to forge a family and adjust to a new school are both touching and comedic. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. This program will air on the station's primary digital stream.
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**Other Matters (3 of 6)**

**Response**

Program Title	That's So Raven
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays/09:00AM-10:00 AM CT (two separate 30-minute episodes)
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Total times aired at regularly scheduled time	26
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Length of Program	30 mins
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Age of Target Child Audience from	10 years to 13 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven is a teen who is clairvoyant. Because of her special gift, Raven, a normally happy and resourceful girl, sometimes wonders if she is a freak. She has loving & supportive parents who both work outside of the home, which often makes her responsible for her younger brother after school causing the issue of typical sibling rivalry to arise. Raven also has two very close friends, Chelsea and Eddie. Everyone close to Raven knows about her clairvoyant abilities which sometimes gets her in trouble. The episodes focus on how Raven deals with growing up, being clairvoyant and deals with issues such as sibling rivalry, loyalty, self-acceptance, dealing with authority both from parents and at school, honesty, jealousy, the consequences of lying and/or cheating. This program will air on the station's primary digital stream.
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**Other Matters (4 of 6)**

**Response**

Program Title	Hannah Montana
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Mylie's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. This program will air on the station's primary digital stream.

**Other Matters (5 of 6)**

**Response**

Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom. One of the twins is polite and shy and excels in academics, while the other, an athlete, extrovert, barely scrapes by in school, due to disinterest and lack of effort, and instead often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family income limitations, responsibility, self-esteem, and peer pressure. This program will air on the station's primary digital stream.

**Other Matters (6 of 6)**

**Response**

Program Title	Gina D's Kids Club
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 7:00AM-10:00AM CT (six separate episodes each Saturday)
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on digital subchannel WEAR-TV 3.2.

**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>WEAR Licensee, LLC</b></p>

## Attachments

No Attachments.