



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0026907345** | File Number: **CPR-127844** | Submit Date: **01/11/2012** | Call Sign: **WGCE-CD** | Facility ID: **58739** |

City: **ROCHESTER** | State: **NY**

Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/11/2012** |

Filing Status: **Active**

Report reflects information for : Fourth 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          | Independent    |
|              | Affiliated network    |                |
|              | Nielsen DMA           | Rochester NY   |
|              | Web Home Page Address | www.wgceca.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  |          |
| 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  |          |
| 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:  |          |
| 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?  |          |
| 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? |          |

Digital Core Programs(7)

| Digital Core Program (1 of 7)  |  | Response   |
|--|--|--|
| Program Title  |  | NASA Education File  |
| Origination  |  | Syndicated   |
| Days/Times Program Regularly Scheduled   |  | MOnday-Friday 4-6 pm   |
| Total times aired at regularly scheduled time  |  | 65   |
| Total times aired  |  |  |
| Number of Preemptions  |  | 0  |
| Number of Preemptions for other than Breaking News   |  |  |
| Number of Preemptions Rescheduled  |  |  |
| Length of Program  |  | 120 mins   |
| Age of Target Child Audience   |  | 6 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. |  | Science Education Programs intended to directly contribute to the education of children Sample Programs include. Stardust-bringing cosmic history to earth (7-12); Space Place live --Kip Thorned (3-6); Bio Blast (9-12); NASA Connect 6-8) |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              |  | Yes  |

| Digital Core Program (2 of 7)  |  | Response  |
|--|--|---|
| Program Title  |  | Jack Hanna's Animal Adventures  |
| Origination  |  | Syndicated  |
| Days/Times Program Regularly Scheduled   |  | Monday -Friday 8:30-9 am  |
| Total times aired at regularly scheduled time  |  | 65  |
| 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 Hanna goes on adventures to learn about animals and the places they live. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              |  | Yes   |

| Digital Core Program (3 of 7) |  | Response    |
|-------------------------------|--|-------------|
| Program Title                 |  | Eco-Company |

|  |  |
|--|--|
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Monday 9-930 am  |
| 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. | Eco Company will explore all aspects of being green and understanding how we impact our world. The E-Co team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (4 of 7)  | Response  |
|--|---|
| Program Title  | Aqua Kids   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Tuesday 9-9:30 am   |
| 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. | Host Molly McKinney and the Aqua Kids crew show young people how to take an active role in preserving aquatic environments and the animals that live there. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

|                               |          |
|-------------------------------|----------|
| Digital Core Program (5 of 7) | Response |
|-------------------------------|----------|

|  |   |
|--|---|
| Program Title  | Three Wide Life   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | WEdnesday 9-9:30 am   |
| 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. | Three Wide Life looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice, and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals. For years race fans have been asking for real behind-the-scenes content they can't get anywhere else. Three Wide Life cuts to the core of true racing fans, whether stock car, open wheel, dirt or anything in between. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (6 of 7)                 |                       | Response |
|---|-----------------------|----------|
| Program Title                                 | The Real Winning Edge |          |
| Origination                                   | Syndicated            |          |
| Days/Times Program Regularly Scheduled        | THrusday 9-9:30 am    |          |
| 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. | What motivates certain young people to excel, even in the face of life's most difficult circumstances? What gives some teenagers the inspiration to stretch their athleticism to the very limit? What gives these special kids the winning edge? The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles,these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of highprofile, professional celebrities that include NASCAR's Jeff Gordon, Super Bowl star David Tyree of the New York Giants, NBA celebrity Dwight Howard, MLB Player of the Year Albert Pujols, Olympic champions like Apolo Anton Ohno, Misty May-Treanor and Bryan Clay, music stars such as Julianne Hough, and top names from extreme sports such as Shaun Murray and Andy Finch. The Real Winning Edge is pure inspiration. It is a program that encourages young people to see beyond their own circumstances and realize they are not alone in their struggles. It is a program that instills confidence in teenagers who are reaching for their own dreams. It is a program that delivers a strong message of hope and optimism for the future of America's youth. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core Program (7 of 7)                      | Response         |
|--|------------------|
| Program Title                                      | M@d About TV     |
| Origination  | Syndicated       |
| Days/Times Program Regularly Scheduled             | Friday 9-9:30 am |
| 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. | M@dAbout is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. |
| 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  | Brian Caterino       |
| Address   | 240 Woodcrest<br>rd  |
| City  | Rochester            |
| State   | NY                   |
| Zip   | 14616                |
| Telephone Number  | 585-227-7710         |
| Email Address   | wgceca@yahoo.<br>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. |                      |

Other Matters (7)

| Other Matters (1 of 7)   | Response   |
|--|--|
| Program Title  | NASA EDUCATION FILE  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Monday-Friday 4-6 pm   |
| Total times aired at regularly scheduled time  | 65   |
| Length of Program  | 120 mins   |
| Age of Target Child Audience from  | 6 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Science Education Programs intended to directly contribute to the education of children Sample Programs include. Stardust-bringing cosmic history to earth (7-12); Space Place live --Kip Thorned (3-6); Bio Blast (9-12); NASA Connect 6-8) |

| Other Matters (2 of 7)   | Response  |
|--|---|
| Program Title  | Jack Hanna's Animal Adventures  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Monday-Friday 8:30-9 am   |
| Total times aired at regularly scheduled time  | 65  |
| 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 Hanna goes on adventures to learn about animals and the places they live. |

| Other Matters (3 of 7)   | Response   |
|--|--|
| Program Title  | Eco-Company  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Monday 9=9:30 am   |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 12 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Eco Company will explore all aspects of being green and understanding how we impact our world. The E-Co team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each week the show will also provide practical tips that teens, and people of all ages can use in their daily lives. |

| Other Matters (4 of 7) | Response   |
|------------------------|------------|
| Program Title          | Aqua Kids  |
| Origination            | Syndicated |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | Tuesday 9=9:30 am  |
| 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. | Host Molly McKinney and the Aqua Kids crew show young people how to take an active role in preserving aquatic environments and the animals that live there |

| Other Matters (5 of 7)   | Response  |
|--|---|
| Program Title  | Three Wide Life   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Wednesday 9-9:30 am   |
| 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. | Three Wide Life looks at current NASCAR teams, crew members, business personnel and drivers who share their experiences, advice, and stories, educating teens and providing an in-depth look at the hard work and dedication it takes to achieve their goals. For years race fans have been asking for real behind-the-scenes content they can't get anywhere else. Three Wide Life cuts to the core of true racing fans, whether stock car, open wheel, dirt or anything in between. |

| Other Matters (6 of 7)                        | Response              |
|---|-----------------------|
| Program Title                                 | The Real Winning Edge |
| Origination                                   | Syndicated            |
| Days/Times Program Regularly Scheduled        | Thursday 9-9:30 am    |
| 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. | What motivates certain young people to excel, even in the face of life's most difficult circumstances? What gives some teenagers the inspiration to stretch their athleticism to the very limit? What gives these special kids the winning edge? The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles,these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of highprofile, professional celebrities that include NASCAR's Jeff Gordon, Super Bowl star David Tyree of the New York Giants, NBA celebrity Dwight Howard, MLB Player of the Year Albert Pujols, Olympic champions like Apolo Anton Ohno, Misty May-Treanor and Bryan Clay, music stars such as Julianne Hough, and top names from extreme sports such as Shaun Murray and Andy Finch. The Real Winning Edge is pure inspiration. It is a program that encourages young people to see beyond their own circumstances and realize they are not alone in their struggles. It is a program that instills confidence in teenagers who are reaching for their own dreams. It is a program that delivers a strong message of hope and optimism for the future of America's youth. |
|--|---|

| Other Matters (7 of 7)   | Response   |
|--|--|
| Program Title  | M@d About Tv   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Friday 9-9:30 am   |
| 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. | M@dAbout is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. |

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>Edu-<br/>Cable<br/>corp</b></p> |



**Attachments**

No Attachments.