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Children's Television Programming Report

FRN: **0022824668** | File Number: **CPR-122968** | Submit Date: **07/11/2011** | Call Sign: **WHO-DT** | Facility ID: **66221** |

City: **DES MOINES** | State: **IA**

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
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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	NBC
	Nielsen DMA	Des Moines-Ames
	Web Home Page Address	www.whotv.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	336.0
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:	12.0
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(12)

Digital Core Program (1 of 12)	Response
Program Title	TURBO DOGS (E/I)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 10
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	4 years to 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 such as directionality and 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.
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	TURBO DOGS (E/I)
List date and time rescheduled	6/5 @ 1
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	6/4
Reason for Preemption	Sports

Digital Core Program (2 of 12)	Response
Program Title	SHELLDON E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 10:30
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Shelldon had its worldwide premiere during the 4th quarter 2009. This is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.</p>

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	SHELLDON E/I
List date and time rescheduled	6/4 @ 1:30
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	6/4
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	THE MAGIC SCHOOL BUS E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 11
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Magic School Bus" is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.
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 MAGIC SCHOOL BUS E/I
List date and time rescheduled	5/28 @ 7
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	5/28
Reason for Preemption	Sports

Digital Core Program (4 of 12)	Response
Program Title	BABAR E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 11:30
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	4 years to 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 peoples 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.
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	BABAR E/I
List date and time rescheduled	5/28 @ 7:30
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	5/28
Reason for Preemption	Sports

Digital Core Program (5 of 12)	Response
Program Title	WILLA'S WILD LIFE E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 12

Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Willas Wild Life is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the cool group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.
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	WILLA'S WILD LIFE E/I
List date and time rescheduled	4/23 @ 1
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	4/16

Reason for Preemption	Sports
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Digital Preemption Programs #2

Questions	Response
Title of Program	WILLA'S WILD LIFE E/I
List date and time rescheduled	6/26 @ 11
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	6/25
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	WILLA'S WILD LIFE E/I
List date and time rescheduled	6/12 @ 12:30
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	5/28
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	PEARLE E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 12:30
Total times aired at regularly scheduled time	10
Total times aired	8
Number of Preemptions	4
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	5
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie" is an animated comedy series based on the children's book series, Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlle's nemesis and cousin, Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, Pearlle approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
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	PEARLE E/I
List date and time rescheduled	6/12 @ 12
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	5/21
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	PEARLE E/I
List date and time rescheduled	6/12 @ 1
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	5/28

Reason for Preemption	Sports
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Digital Preemption Programs #3

Questions	Response
Title of Program	PEARLE E/I
List date and time rescheduled	6/12 @ 11:30
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	5/14
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	PEARLE E/I
List date and time rescheduled	6/26 @ 11:30
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	6/25
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	WEATHER PLUS 13.2 digital ANIMAL RESCUE E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 7 & 7:30
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat the various creatures on the animal kingdom. All stories are authentic and contain actual video of rescues. Series is E/I rated ages 13-16 and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12)	Response
Program Title	WEATHER PLUS 13.2 digital DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 8 & 8:30
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tails showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care. Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	WEATHER PLUS 13.2 digital Pets.tv E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9 & 9:30
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming Program airs on our primary channel at a time period outside the designated children's programming parameters
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	ANTENNA TV 13.3 digital CRITTER GITTERS E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11 & 11:30
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Title of Digital Core Program: Critter Gitters Origination: Network Total Times Aired at Regularly Scheduled Time: 26 Number of Pre-emptons: 0 Length of Program: 30 minutes Age of Target Audience: From 9 years To 14 years E/I Symbol Used As Required: Yes Describe the educational and informational objective of the program and how it meets the definition of Core Programming: Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	ANTENNA TV 13.3 digital CURIOSITY QUEST E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 12 & 12:30
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Title of Digital Core Program: Curiosity Quest Origination: Network Total Times Aired at Regularly Scheduled Time: 26 Number of Pre-emptons: 0 Length of Program: 30 minutes Age of Target Audience: From 9 years To 12 years E/I Symbol Used As Required: Yes Describe the educational and informational objective of the program and how it meets the definition of Core Programming: "Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	ANTENNA TV 13.3 digital MUSTARD PANCAKES E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1 & 1:30
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Title of Digital Core Program: Mustard Pancakes Origination: Network Total Times Aired at Regularly Scheduled Time: 26 Number of Pre-emptons: 0 Length of Program: 30 minutes Age of Target Audience: From 3 years To 6 years E/I Symbol Used As Required: Yes Describe the educational and informational objective of the program and how it meets the definition of Core Programming: Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)	Response
Program Title	Pets.tv E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sunday @ 6:30
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.	This series aires on WHO-TV but airs outside the Core Programming time restrictions. Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming Program airs on our primary channel at a time period outside the designated children's programming parameters
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
Date Time	

Non-Core Educational and Informational Programming (2 of 3)	Response
Program Title	Dog Tales E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 6/11 @ 1
Total times aired at regularly scheduled time:	1
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.	Dog Tails showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care. Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming

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
Date Time	

Non-Core Educational and Informational Programming (3 of 3)	Response
Program Title	Animal Rescue E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 6/11 @ 1:30
Total times aired at regularly scheduled time:	1
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.	Animal Rescue showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat the various creatures on the animal kingdom. All stories are authentic and contain actual video of rescues. Series is E/I rated ages 13-16 and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming
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
Date Time	

**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	Dave Peterson
Address	1801 Grand Avenue
City	Des Moines
State	IA
Zip	50309
Telephone Number	515-242-3541
Email Address	dave.peterson@whotv.com

<p>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.</p>	<p>After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies as follows: (i) the only programs specifically designed for children ages twelve and under that the station broadcast this quarter are disclosed in this report (including in this Question 17) and (ii) the licensee fully complied with the FCC's commercial limits, as specified in 47 C.F.R. Section 73.670, with respect to these programs. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under: [Turbo Dogs, Shelldon, The Magic School Bus, Babar, Willa's Wild Life, Pearlie, Animal Rescue, Dog Tales, PETS.tv, Critter Gitters, Coriosity Quest, Mustard Pancakes]. On June 12, 2009, the station stopped broadcast of its analog signal therefore question 7b and 7c no longer apply. WHO-DT STATION TOURS WHO-DT regularly conducts tours of its broadcast facilities for children's groups ages 16 and under. During this quarter, tours were conducted on: 4/29, 5/18, 6/16 CHANNEL 13 WEATHER LAB AT THE SCIENCE CENTER OF IOWA Each weekday, children from all over central Iowa interact with WHO-DT Meteorologists at our satellite interactive weather studio located at the Science Center of Iowa. Each Monday and Thursday during the quarter, our meteorologists conduct a 30 minute interactive presentation called "Storm School" for children 14 and under. Not only are there discussions about weather, but also television production and the magic "green screen" plus children see our live weather broadcasts at noon each day and receive educational weather handouts. WHO-DT SERVING CHILDREN IN THE COMMUNITY Once per month during the quarter, WHO-DT anchors Dan Winters and Elizabeth Klinge visit central Iowa's Youth Emergency Services and Shelter (YESS) for lunch and a chat. Every day, kids and their families turn to YESS during times of uncertainty and crisis. Without YESS, many central Iowa kids and parents would have no place to turn. They offer hope, healing and help to change lives. YESS offers safety for kids and provides the support the whole family needs to come back together again in a healthier way. On April 14th, 2011, Dan & Elizabeth were recognized for their effort at YESS at a community luncheon. "PAYS FOR A'S" PROGRAM WHO-DT has teamed up with some local business to reward good students with our "Pays for A's" program. Students are encouraged to bring in their report cards to a sponsor location. With just one top grade, each student receives a prize pack including arcade games, ice cream and discounts to a local amusement park. And three times a school year, we draw one winner for 10 free passes to a local amusement park. THE GOLDEN APPLE AWARD Each month during the school year, WHO-DT and a corporate partner honor one teacher in our viewing area that goes beyond the call of duty. Nominations are taken from letters written by children at the school that think their teacher should be recognized. Then on the last Monday of the month, we visit the school and surprise our deserving teacher with the honor at a school assembly. It teaches children appreciation of all teachers and motivates other teachers to aspire to achieve the same recognition from their students. 2011 DES MOINES ARTS FESTIVAL WHO-TV is the exclusive television sponsor of this annual event held along the downtown river front. The event was totally free and targeted to every age and class. There was a expanded and unique focus on children which included a children's entertainment stage, interactive craft activities, and children's street performers. Plus, the WHO-DT news staff was there to hand out almost 10,000 balloons! Nearly 200,000 people attended the event.</p>
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Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	TURBO DOGS (E/I)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 10
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 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 such as directionality and 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.

Other Matters (2 of 12)	Response
Program Title	SHELLDON (E/I)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 10:30
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Shelldon had its worldwide premiere during the 4th quarter 2009. This is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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Other Matters (3 of 12)	Response
Program Title	THE MAGIC SCHOOL BUS (E/I)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 11
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Magic School Bus" is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.

Other Matters (4 of 12)	Response
Program Title	BABAR (E/I)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 11:30

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 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 peoples 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.

Other Matters (5 of 12)	Response
Program Title	WILLAS WILD RIDE (E/I)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Willas Wild Life is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the cool group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Other Matters (6 of 12)	Response
Program Title	PEARLE (E/I)

Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 12:30
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie" is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

Other Matters (7 of 12)	Response
Program Title	WEATHER PLUS 13.2 digital ANIMAL RESCUE E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 7 & 7:30
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.	Animal Rescue showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat the various creatures on the animal kingdom. All stories are authentic and contain actual video of rescues. Series is E/I rated ages 13-16 and is suitable for family viewing. Program airs on our secondary channel and therefore can not be counted as core programming

Other Matters (8 of 12)	Response
Program Title	WEATHER PLUS 13.2 digital DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 8 & 8:30

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.	Dog Tails showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care. Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming

Other Matters (9 of 12)	Response
Program Title	WEATHER PLUS digital 13.2 pets.tv E/I
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9 & 9:30 secondary Sunday @ 6:30 primary
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.	Series is E/I rated and is suitable for family viewing. Program airs on our secondary channel ant therefore can not be counted as core programming Program airs on our primary channel at a time period outside the designated children's programming parameters

Other Matters (10 of 12)	Response
Program Title	ANTENNA TV digital 13.3 CRITTER GITTERS E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11 & 11:30
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Title of Digital Core Program: Critter Gitters Origination: Network Regular Schedule: Sunday 11-11:30a & 11:30a-12p thru 1/2, Saturday 11-11:30a & 11:30a-12p starting 1/8 Total Times Aired at Regularly Scheduled Time: 26 Number of Pre-emptons: 0 Length of Program: 30 minutes Age of Target Audience: From 9 years To 14 years E/I Symbol Used As Required: Yes Describe the educational and informational objective of the program and how it meets the definition of Core Programming: Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA. WHO-TV began Antenna TV on 2/8/2011 therefore a complete quarter of 13 programs is not reflected
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Other Matters (11 of 12)	Response
Program Title	ANTENNA TV digital 13.3 CURIOSITY QUEST E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 12 & 12:30
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Title of Digital Core Program: Curiosity Quest Origination: Network Regular Schedule: Sunday 12-12:30 & 12:30-1p thru 1/2, Saturday 12-12:30 & 12:30-1p starting 1/8 Total Times Aired at Regularly Scheduled Time: 26 Number of Pre-emptons: 0 Length of Program: 30 minutes Age of Target Audience: From 9 years To 12 years E/I Symbol Used As Required: Yes Describe the educational and informational objective of the program and how it meets the definition of Core Programming: "Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer. WHO-TV began Antenna TV on 2/8/2011 therefore a complete quarter of 13 programs is not reflected

Other Matters (12 of 12)	Response
Program Title	ANTENNA TV 13.3 digital MUSTARD PANCAKES E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10 & 10:30

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Title of Digital Core Program: Mustard Pancakes Origination: Network Regular Schedule: Sunday 10-10:30 & 10:30-11a thru 1/2, Saturday 10-10:30 & 10:30-11a starting 1/8 Total Times Aired at Regularly Scheduled Time: 26 Number of Pre-emptons: 0 Length of Program: 30 minutes Age of Target Audience: From 3 years To 6 years E/I Symbol Used As Required: Yes Describe the educational and informational objective of the program and how it meets the definition of Core Programming: Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories. WHO-TV began Antenna TV on 2/8/2011 therefore a complete quarter of 13 programs is not reflected

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>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</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>Local TV Iowa License LLC dba WHO- TV</p>

Attachments

No Attachments.