



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-122465** | Submit Date: **07/08/2011** | Call Sign: **WFLA-TV** | Facility ID: **64592** |  
City: **TAMPA** | State: **FL**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/08/2011** | 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	Tampa-St.Pete-Sarasota
	Web Home Page Address	www.wfla.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:	5.0
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(16)

Digital Core Program (1 of 16)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10-10:30AM
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	TURBO DOGS
List date and time rescheduled	06/04/2011 @ 12:30-1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	06/04/2011 - TD0117
Reason for Preemption	Sports

Digital Core Program (2 of 16)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30-11AM
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	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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	SHELLDON
List date and time rescheduled	06/04/2011 @ 1:00-1:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	06/04/2011 - SHL012
Reason for Preemption	Sports

Digital Core Program (3 of 16)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11-11:30AM
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	6 years to 10 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 7 to 9 and in addition to all the factual content, the children also have a socio-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
List date and time rescheduled	06/04/2011 @ 1:30PM-2:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	06/04/2011 - MSB301
Reason for Preemption	Sports

Digital Core Program (4 of 16)	Response
Program Title	BABAR
Origination	Network



Days/Times Program Regularly Scheduled	Saturdays @ 11:30AM-12 NOON
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	6 years to 10 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 people's 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 returned with new episodes for the 2009-2010 schedule.
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
List date and time rescheduled	06/04/2011 @ 2:00-2:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	06/04/2011 - BAR112
Reason for Preemption	Sports

Digital Core Program (5 of 16)		Response
Program Title	WILLA'S WILD LIFE	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays @ 7-7:30AM	
Total times aired at regularly scheduled time	11	
Total times aired	13	
Number of Preemptions	2	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	2	
Length of Program	30 mins	
Age of Target Child Audience	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.	
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
List date and time rescheduled	06/11/2011 @ 1:00-1:30PM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-05
Episode #	06/05/2011 - WIL008
Reason for Preemption	Non-breaking News

## Digital Preemption Programs #2

Questions	Response
Title of Program	WILLA'S WILD LIFE
List date and time rescheduled	6/18/2011 @ 1:00-1:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-12
Episode #	6/12/2011 - WIL005
Reason for Preemption	Other

Digital Core Program (6 of 16)		Response
Program Title		PEARLIE
Origination		Network
Days/Times Program Regularly Scheduled		Sunday @ 7:30-8AM
Total times aired at regularly scheduled time		11
Total times aired		13
Number of Preemptions		2
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		2
Length of Program		30 mins
Age of Target Child Audience		6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin.
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	PEARLIE
List date and time rescheduled	6/18/2011 @ 1:30-2:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-12
Episode #	06/12/2011 PEA103
Reason for Preemption	Other

## Digital Preemption Programs #2

Questions	Response
Title of Program	PEARLIE
List date and time rescheduled	6/11/2011 @ 1:30-2:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-05
Episode #	6/5/2011 PEA107
Reason for Preemption	Non-breaking News

Digital Core Program (7 of 16)	Response
Program Title	MUSTARD PANCAKES E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Mondays 8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) MUSTARD PANCAKES: Is a 30 minute children's television show starring Courtney Campbell and her family of puppets. Ms. Campbell, an accomplished children's entertainer, is being hailed as the next icon tho this generation of children. Mustard Pancakes deals with topics ranging from children's fears and responsibilites to respect for one another and each other's feelings. "Mustard Pancakes" is a popular public television children's program designed to entertain, inform and occasionally inspire children from 3 to 6.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 16)		Response
Program Title		WILD AMERICA (DIGITAL 8.2) RTN-TV
Origination		Network
Days/Times Program Regularly Scheduled		Mondays 8:30-9AM
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		9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Program airs on RETRO TV (Digital Channel 8.2) WILD AMERICA: The key educational objective of this program is to familiarize children with the animals of the North American continent and their interaction with other animals and their environment. Throughout the series emphasis will be placed upon portecting endangered species and impact that humans have while interacting in their environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (9 of 16)		Response
Program Title		IN THE ZONE (DIGITAL 8.2) RTN-TV
Origination		Network

Days/Times Program Regularly Scheduled	Tuesdays 8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) IN THE ZONE: Michael Jordan along with his friends, Kareem Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith...and many more...teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, tennis, etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 16)		Response
Program Title	THE REAL WINNING EDGE (DIGITAL 8.2) RTN-TV	
Origination	Network	
Days/Times Program Regularly Scheduled	Tuesdays 8:30-9AM	
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	9 years to 14 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) THE REAL WINNING EDGE: This series is developed to be an educational/informational (E/I) program and is designed to help youths make winning choices in their lives in order to grow to be producted citizens. This series is based onrole models who are making pro-social life choices. This TV series includes three profiles of young achievers per 30 minute episode. A Christian based program about youth overcoming obstacles and making the right choices.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 16)	Response
Program Title	AQUA KIDS ADVENTURES E/I (DIGITAL 8.2) RTIN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays 8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) AQUA KIDS ADVENTURES: Has eompelliing content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilites to fresh water and brackish streams to the oceans of the world. The intent is to motivate other kids to become active citizens on the issue of pollution of water environments.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 16)	Response
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Program Title	BETA RECORDS E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays 8:30-9AM
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) BETA RECORDS: Is a nationally syndicated (146 U.S. cities) weekly music centric TV series filmed and produced in the heart of Hollywood, showcasing at least 3 acoustic artist videos from newly signed and Indie Bands in episode format. BETA emphasizes educational and pop culture segments and in-house produced music videos using the best vintage analog recording gear.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)	Response
Program Title	ANGEL'S FRIENDS E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays 8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0



Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) ANGEL'S FRIENDS: Some little Angels live in Angie Town, the crowded Angels' city, where they attend the special grade of a school to become Guardian Angels and obtain the "100% Angels" degree certificate. They begin a "stage" on Earth together with the "Earthly" (human boys and girls) living in a big, crowded city. The little Angels are obviously good but they are impetuous and fresh, too, since they are very young. In fact, they fall for the forbidden things so much that they often meet the little devils secretly in a neutral land, the Change Room inside the School...here they challenge each other in different games, above all in interesting musical "jam sessions"...both teams make up two bands, the first one is funky -- the Little Angels -- the second one is rock -- the Little Devils.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 16) Response	
Program Title	MUSTARD PANCAKES E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays 8:30-9AM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) MUSTARD PANCAKES: Is a 30 minute children's television show starring Courtney Campbell and her family of puppets. Ms. Campbell, an accomplished children's entertainer, is being hailed as the next icon tho this generation of children. Mustard Pancakes deals with topics ranging from children's fears and responsibilites to respect for one another and each other's feelings. "Mustard Pancakes" is a popular public television children's program designed to entertain, inform and occasionally inspire children from 3 to 6.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (15 of 16)</b>	<b>Response</b>
Program Title	AQUA KIDS ADVENTURES E/I (DIGITAL 8.2) RTIN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) AQUA KIDS ADVENTURES: Has eompelliing content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilites to fresh water and brackish streams to the oceans of the world. The intent is to motivate other kids to become active citizens on the issue of pollution of water environments.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (16 of 16)	Response
Program Title	ARIEL & ZOEY & ELI, TOO E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Fridays 8:30-9AM
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) ARIEL & ZOEY & ELI, TOO: Introduces children to people who hav accomplished great things and have a positite message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous Chefs and perform their signature songs while Eli is, of course,getting into mischief.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 1:30-2PM
Total times aired at regularly scheduled time:	4
Number of Preemptions	9
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.	JACK HANNA'S ANIMAL ADVENTURES: FOLLOW JACK HANNA AS HE SPENDS TIME WITH NATURE'S CREATURES ACROSS THE CONTINENTS. JACK TALKS WITH PEOPLE THAT ARE KNOWLEDGEABLE ABOUT EACH ANIMAL AND HABITAT, TEACHING AS HE GOES. EACH EPISODE IS DESIGNED TO REVEAL TO CHILDREN THE WORLD AROUND THEM IN A WAY THAT PRESENTS POSITIVE ROLE MODELS AND PRO-SOCIAL VALUES WITHIN AN ENVIRONMENTALLY RESPONSIBLE UNIVERSE.
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	5/14/2011 @ 4:30AM
Date Time	4/16/2011 @ 4:30AM
Date Time	6/25/2011 @ 4:30AM
Date Time	5/07/2011 @ 2:00PM
Date Time	6/11/2011 @ 4:30AM
Date Time	5/21/2011 @ 4:30AM
Date Time	6/04/2011 @ 4:30AM
Date Time	5/28/2011 @ 4:30AM
Date Time	6/18/2011 @ 4:30AM

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 4-4:30AM
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.	EXPLORATION WITH JAROD MILLER: A TELEVISION JOURNALIST, AND INDEPENDENT DOCUMENTARY FILM PRODUCER, IS THE HOST OF EXPLORATION. HE TAKES THE VIEWERS WITH HIM AS HE EXPLORES THE WORLD'S MOST INTERESTING AND SOME TIMES DANGEROUS SITES. IT IS AN ADVENTURE EVERY WEEK!
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	JOYCE LUEDERS
Address	200 SOUTH PARKER STREET
City	TAMPA
State	FL
Zip	33606
Telephone Number	813/221-5771
Email Address	jlueders@wfla.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>Note: On June 12, 2009, the Station completed the transition to digital television. After that date, the responses to Question 4 and 7 apply solely to the Station's primary digital program stream. 1. WFLA-TV airs PSA's of varied lengths that are designed specifically to meet the educational and informational needs of children as well as PSA's that are designed for the general audience but have messages applicable to children. 2. WFLA-TV's Newscasts are general audience programs with educational/informational value for children: NewsChannel 8 (M-F) Newscasts 5-7AM NewsChannel 8 Today (M-F) 5-5:30PM Live At Five (M-F) 5:30-6PM 5:30 Report (M-F) 6-6:30PM NewsChannel 8 (M-Sun) 11-11:30PM NewsChannel 8 (M-Sun) 9-10AM NewsChannel 8 Saturday Mornings 12-1PM NewsChannel 8 Noon Saturdays 9-10AM NewsChannel 8 Saturday Mornings 12-1PM NewsChannel 8 Noon Saturdays 9-10AM NewsChannel 8 Sunday Mornings 12-1PM NewsChannel 8 Noon Sundays 3. WFLA-TV's non-broadcast efforts include the participation of our Anchors and Meteorologists as guest speakers and emcees for community groups, and as "teachers" at Bay Area Schools; and Station Tours for Scout Troops, School Classes -- ranging from Elementary through High School/Vocational Technical Schools. 4. To supplement and enhance the educational value of the network's Teen NBC programs...NBC has a website (<a href="http://www.nbc.com/tmyk">www.nbc.com/tmyk</a>) specifically dedicated to teens. The goals of this site are first, to create a platform for the teen community where communities for self-expression become the core of the interactive experience; second to build these communities wherever possible around the themes and ideas generated within the TNBC shows themselves; and third, to provide online resources of information and guidance around the issues that most affect teen lives. THE MORE YOU KNOW website features scripts from the award-winning public service announcements, referral information for the organizations referenced in the PSA's, a general campaign overview, and educational materials produced in connection with NBC programming. The site also includes a "feature of the month" page which addresses select TMYK topics and a list of the campaign's most recent accolades. 5. WFLA-TV produces an annual Telethon to raise money for the All Children's Hospital (Children's Miracle Network) this year (2011) is our 28th Telethon which airs on Sunday, June 12 -- Starts @ 7AM and Ends @ 6:30PM. All NBC and Local Programs are pre-empted by this Telethon. 6. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. 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 that were not "educational or informational" programming: NONE</p>
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Other Matters (16)

Other Matters (1 of 16)	Response
Program Title	TURBO DOGS (PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10-10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 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 16)	Response
Program Title	SHELLDON(PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30-11AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON: Is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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Other Matters (3 of 16)	Response
Program Title	THE MAGIC SCHOOL BUS (PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11-11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 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 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 her students 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 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.

Other Matters (4 of 16)	Response
Program Title	BABAR (PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30-12NOON
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR: Babar is a young elephant who undergoes many challenges and adventures. But Babar always finds the strength to rise above difficulty and search out every cloud's silver lining. Babar is crowned king of the elephants, plans and builds Celesteville, and becomes a father himself. And he learns the greatest lesson of all: despite life's challenges, great things are possible if one never gets discouraged.
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Other Matters (5 of 16)	Response
Program Title	WILLA'S WILD LIFE(PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE: Is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

Other Matters (6 of 16)	Response
Program Title	PEARLIE (PRIMARY DIGITAL CHANNEL)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7:30-8AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	6 years to 10 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 4-8 year old range, Pearlie focuses 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, we see Pearlie approach 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 16)	Response
Program Title	MUSTARD PANCAKES E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Mondays @ 8-8:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) MUSTARD PANCAKES: Is a 30 minute children's television show starring Courtney Campbell and her family of puppets. Ms. Campbell, an accomplished children's entertainer, is being hailed as the next icon tho this generation of children. Mustard Pancakes deals with topics ranging from children's fears and responsibilites to respect for one another and each other's feelings. "Mustard Pancakes" is a popular public television children's program designed to entertain, inform and occasionally inspire children from 3 to 6.

Other Matters (8 of 16)	Response
Program Title	WILD AMERICA E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Mondays @ 8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) WILD AMERICA: The key educational objective of this program is to familiarize children with the animals of the North American continent and their interaction with other animals and their environment. Throughout the series emphasis will be poaced upon protecting endangered species and the impact that humans have while interacting in their environment.
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Other Matters (9 of 16)	Response
Program Title	IN THE ZONE E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays @ 8-8:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) IN THE ZONE: Michael Jordan along with his friends, Kareem Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith...and many more...teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, tennis, etc.

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Other Matters (10 of 16)	Response
Program Title	THE REAL WINNING EDGE E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays @ 8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) THE REAL WINNING EDGE: This series is developed to be an educational/informational (E/I) program and is designed to help youths make winning choices in their lives in order to grow to be productive citizens. This series is based on role models who are making pro-social life choices. This TV series includes three profiles of young achievers per 30 minute episode. A Christian based program about youth overcoming obstacles and making the right choices.

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Other Matters (11 of 16)	Response
Program Title	AQUA KIDS ADVENTURES E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays @ 8-8:30AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) AQUA KIDS ADVENTURES: Has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world. The intent is to motivate other kids to become active citizens on the issue of pollution of water environments.

Other Matters (12 of 16)	Response
Program Title	BETA RECORDS E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays @ 8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) BETA RECORDS: Is a nationally syndicated (146 U.S. cities) weekly music centric TV series filmed and produced in the heart of Hollywood, showcasing at least 3 acoustic artist videos from newly signed and Indie bands in episode format. BETA emphasizes educational and pop culture segments and in-house produced music videos using the best vintage analog recording gear (Telefunken, Neve, Studer, RCA, Trident, etc) combined with the modern sounds of its instrument sponsors such as Taylor Acoustic Guitar, Neumann and Sennheiser Microphones, Ford Drums, Sabian Cymbals, Gibraltar Hardware, etc. Filming at the BETA Studios occurs Tue-Thur of every week.

Other Matters (13 of 16)	Response
Program Title	ANGEL'S FRIENDS E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays @ 8-8:30AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) ANGEL'S FRIENDS: Some little angels live in Angie Town, the crowded angels' city, where they attend the special grade of a school to become Guardian Angels and obtain the "100% Angels" degree certificate. They begin a "stage" on Earth together with the "Earthly" (human boys and girls) living in a big, crowded city. The little angels are obviously good but they are impetuous and fresh, too, since they are very young. In fact, they fall for the forbidden things so much that they often meet the little devils secretly in a neutral land, the Change Room inside the School...here they challenge each other in different games, above all in interesting musical "jam sesion" (both teams make up two bands, the first one is funky -- the little angels -- the second one is rock -- the little devils).

Other Matters (14 of 16)	Response
Program Title	MUSTARD PANCAKES E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays @ 8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2 MUSTARD PANCAKES: Is a thirty minute children's television show starring Courtney Campbell and her family of puppets. Ms. Campbell, an accomplished children's entertainer, is being hailed as the next icon to this generation of children. Mustard Pancakes deals with topics ranging from children's fears and responsibilities to respect for one another and each other's feelings. "Mustard Pancakes" is a popular public televison children's program designed to entertain, inform, and occasionally inspire children from 3 to 6.

Other Matters (15 of 16)	Response
Program Title	AQUA KIDS ADVENTURES E/I (DIGITAL 8.2)RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Fridays @ 8-8:30AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) AQUA KIDS ADVENTURES: Has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world. The intent is to motivate other kids to become active citizens on the issue of pollution of water environments.

Other Matters (16 of 16)	Response
Program Title	ARIEL & ZOEY & ELI TOO E/I (DIGITAL 8.2) RTN-TV
Origination	Network
Days/Times Program Regularly Scheduled	Fridays @ 8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Program airs on RETRO TV (Digital Channel 8.2) ARIEL & ZOEY & ELI, TOO: Introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and peform their signature songs while Eli is of course getting into mischief.



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>Media General Communications Holdings, LLC</b></p>

**Attachments**

No Attachments.