



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004970950** | File Number: **CPR-119157** | Submit Date: **04/07/2011** | Call Sign: **WGME-TV** | Facility ID: **25683**
City: **PORTLAND** | State: **ME**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/07/2011 | Filing Status: **Active**

Report reflects information for : First Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

**Contact
Representatives
(0)**

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

**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Portland-Auburn ME
	Web Home Page Address	www.wgme.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	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	No

Digital Core Programs(7)

Digital Core Program (1 of 7)		Response
Program Title	Doodlebops Rockin Road Show	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 10a&10:30a (1/1/11-1/29/11) and at 11am (2/5/11-3/26/11)	
Total times aired at regularly scheduled time	18	
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 8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By means of fantasy, fun, music and rhyme, the Doodlebops teach children about their world and gives them the vital motivation and tools to explore it. Each episode features a live-action child who writes to the Doodles for help or advice with a problem. This child then gets Doodlefied and enters an animated world of the Doodlenet where they can hop on the magical tour bus and travel anywhere their imaginations can take them. Each episode reinforces a lesson through a musical interlude or song that encapsulates the educational objective or message. Airls on "digital 1".	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 7)		Response
Program Title	Sabrina's Secret Life (High school)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 11am (1/1/11-1/29/11)	

Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program focuses on a witch named Sabrina who struggles to understand and master her human side. Each episode Sabrina confronts her two sides and discovers that the magic of becoming human can be very demanding. As she struggles to understand and master her human side, Sabrina serves as an ideal role- model for the young audience. Examples of the lessons Sabrina learns to help her become a good human include loyalty, honesty, self-efficacy, tolerance, perseverance, and independence. Sabrina is positive, self-reliant, competent and open to new ideas. She listens, learns, and does what is necessary to reinforce the lesson for others. With the help and guidance of her family and friends, she and the viewing audience come to understand what it takes to become a truly good human being. Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)	Response
Program Title	Trollz
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11am (2/5/11-3/26/11)

Total times aired at regularly scheduled time	7
Total times aired	8
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Trollz is a program that centers on 5 troll girls on the cusp of adolescence and their new powers. As they struggle to master their new powers, they must also struggle to find out what it means to be a good citizen, a good friend and a good person. In their struggle the girls have help from their teachers and the Ancients, Troll elders. The 5 girls each have different personalities. As the girls enter adolescence, the evil gremlin, Simon is awakened and plots against the Trollz. The girls must work together to foil Simons evil plans. They make mistakes but together they correct and learn from their mistakes. The characters also learn how to accept responsibility, how to deal with jealousy, what it means to be a good friend, to respect each other differences, to know when to ask for help, the value of cooperation and the importance of being true to oneself. Airls on "digital 1".
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	Trollz
List date and time rescheduled	3/13/11 7:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-03-12
Episode #	

Reason for Preemption	Sports
-----------------------	--------

Digital Core Program (4 of 7)		Response
Program Title	Sabrina, The Animated Series (Middle school)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 11:30am (1/1/11-1/29/11)	
Total times aired at regularly scheduled time	5	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	7 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Twelve year old Sabrina Spellman, who is half witch and half mortal, is being raised in a non-traditional family consisting of her uncle Quigley and two young aunts. Series episodes explore social and developmental issues such as peer pressure, competition, loyalty and friendship, responsibility, honesty, facing fears, speaking up for ones beliefs, etc. Family issues such as divorce, remarriage and household rules are also addressed. Airls on "digital 1".	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (5 of 7)		Response
Program Title	Wild America	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sundays at 7:30am (1/2/11-3/27/11)	
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death, humans and nature? Airs on "digital 1".
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	Wild America
List date and time rescheduled	3/13/11 at 7am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-03-13
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 7)	Response
Program Title	Busytown Mysteries
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8a&8:30a (1/2/11-1/30/11) and Saturdays at 10a&10:30a (2/5/11-3/26/11)
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series is based on the books by Richard Scarry. The fictional city Busytown is an enchanting place that's abuzz with energy and life. Episodes are divided into multiple segments with different themes. The first and last segments involve the children in Busytown exploring their community. At the end of each segment the children have learned a little about their community and the world they live in. The middle segment shows children life in other cities featuring daily activities of adult characters in places such as Paris or Rome. Each episode includes two song segments in which the first, Imagine That, teaches various things like general science to how banks work. The second song segment that teaches safety is called Play it Safe. The aim of the series is to stimulate imagination and foster vicarious play, teach pro-social behavior (such as generosity, friendliness, persistence, altruism, understanding of others points of view, empathy, acceptance of others idiosyncrasies), help children move beyond family attachments to the world of friendships and community, help children develop skills on which academic learning depends such as attention, language, memory, active processing of a story and an interest in reading. Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)	Response
Program Title	Horseland
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8a&8:30a (2/6/11-3/27/11)
Total times aired at regularly scheduled time	16
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 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Four teens from very different backgrounds all taking riding lessons at a very unusual riding stable where the animals all speak to each other. The teens deal with accepting responsibility, developing self-confidence, self-esteem and caring for their mounts. They also are confronted with problems that test their honesty, integrity and sometimes even their friendship. As they work to find solutions, the animals make comments on what the teens should or should not do or how they are handling the particular situation, giving the viewer a new insight to dealing with the issue. Through the four characters and the dialogue of the animals the viewers are shown clear prosocial educational messages. Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core
Educational and
Informational
Programming (0)**

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Lucrecia Rubio
Address	651 Beacon Pky W Suite 106
City	Birmingham
State	AL
Zip	35209
Telephone Number	(205)943-2168
Email Address	lrubio@sbgnet. com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Doodlebops Rockin Road Show
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11am (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By means of fantasy, fun, music and rhyme, the Doodlebops teach children about their world and gives them the vital motivation and tools to explore it. Each episode features a live-action child who writes to the Doodles for help or advice with a problem. This child then gets Doodlefied and enters an animated world of the Doodlenet where they can hop on the magical tour bus and travel anywhere their imaginations can take them. Each episode reinforces a lesson through a musical interlude or song that encapsulates the educational objective or message. Airs on "digital 1".

Other Matters (2 of 9)	Response
Program Title	Trollz
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11:30am (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Trollz is a program that centers on 5 troll girls on the cusp of adolescence and their new powers. As they struggle to master their new powers, they must also struggle to find out what it means to be a good citizen, a good friend and a good person. In their struggle the girls have help from their teachers and the Ancients, Troll elders. The 5 girls each have different personalities. As the girls enter adolescence, the evil gremlin, Simon is awakened and plots against the Trollz. The girls must work together to foil Simons evil plans. They make mistakes but together they correct and learn from their mistakes. The characters also learn how to accept responsibility, how to deal with jealousy, what it means to be a good friend, to respect each other differences, to know when to ask for help, the value of cooperation and the importance of being true to oneself. Airs on "digital 1".
--	---

Other Matters (3 of 9)		Response
Program Title	Wild America	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sundays at 7:30am (4/3/11-6/26/11)	
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.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death,humans and nature? Airs on "digital 1".
--	---

Other Matters (4 of 9)		Response
Program Title	Busytown Mysteries	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 10a & 10:30a (4/2/11-6/25/11)	
Total times aired at regularly scheduled time	26	
Length of Program	30 mins	
Age of Target Child Audience from	3 years to 7 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series is based on the books by Richard Scarry. The fictional city Busytown is an enchanting place that's abuzz with energy and life. Episodes are divided into multiple segments with different themes. The first and last segments involve the children in Busytown exploring their community. At the end of each segment the children have learned a little about their community and the world they live in. The middle segment shows children life in other cities featuring daily activities of adult characters in places such as Paris or Rome. Each episode includes two song segments in which the first, Imagine That, teaches various things like general science to how banks work. The second song segment that teaches safety is called Play it Safe. The aim of the series is to stimulate imagination and foster vicarious play, teach pro-social behavior (such as generosity, friendliness, persistence, altruism, understanding of others points of view, empathy, acceptance of others idiosyncrasies), help children move beyond family attachments to the world of friendships and community, help children develop skills on which academic learning depends such as attention, language, memory, active processing of a story and an interest in reading. Airs on "digital 1".
--	---

Other Matters (5 of 9)

Response

Program Title	Horseland
---------------	-----------

Origination	Network
-------------	---------

Days/Times Program Regularly Scheduled	Sundays at 8a & 8:30a (4/3/11-6/26/11)
--	--

Total times aired at regularly scheduled time	26
---	----

Length of Program	30 mins
-------------------	---------

Age of Target Child Audience from	9 years to 11 years
-----------------------------------	---------------------

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Four teens from very different backgrounds all taking riding lessons at a very unusual riding stable where the animals all speak to each other. The teens deal with accepting responsibility, developing self-confidence, self-esteem and caring for their mounts. They also are confronted with problems that test their honesty, integrity and sometimes even their friendship. As they work to find solutions, the animals make comments on what the teens should or should not do or how they are handling the particular situation, giving the viewer a new insight to dealing with the issue. Through the four characters and the dialogue of the animals the viewers are shown clear prosocial educational messages. Airs on "digital 1".
--	--

Other Matters (6 of 9)

Response

Program Title	Beta Records TV
---------------	-----------------

Origination	Syndicated
-------------	------------

Days/Times Program Regularly Scheduled	Saturdays at 7am (4/2/11-6/25/11)
--	-----------------------------------

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.

Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Airs on "digital 2".

Other Matters (7 of 9)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 7:30am (4/2/11-6/25/11)
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.	Real life jobs and careers are explored in an energetic style as an educational and informational presentation for teenage viewers. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like to choose that particular profession. A co-host approach allows for interchange of questions and responses adding viewer stimulation and insight. Airs on "digital 2".

Other Matters (8 of 9)	Response
Program Title	Ultimate Choice
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 8am & 8:30am (4/2/11-6/25/11)
Total times aired at regularly scheduled time	26
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.	"Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routine time with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. Airs on "digital 2".
--	---

Other Matters (9 of 9)	
	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9am & 9:30am (4/2/11-6/25/11)
Total times aired at regularly scheduled time	26
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.	The mission of Teen Kids News is to produce a weekly news program that provides information and news to kids in a manner that is educational as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. This program serves the audience by inserting the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television. Airs on "digital 2".

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>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>WGME LICENSEE, LLC</p>

Attachments

No Attachments.