



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-164656** | Submit Date: **01/11/2015** | 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:

**01/11/2015** | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2014**

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    | 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:  | 3.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes      |

Digital Core  
Programs(9)

| Digital Core<br>Program (1<br>of 9)  | Response   |
|--|--|
| Program Title  | ASTROBLAST   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS @ 10 - 10:30 AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 2  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | "Astroblast!" follows the adventures of a crew of space animals who run the Astroblast Space Station - the coolest hangout in the galaxy. The team of animals who run it are the best of friends - Comet, Halley, Sputnik, Radar and Jet - all under the watchful eye of Sal the Octopus. But when you stick five friends with very different personalities in one place - things are bound to get messy. Through it all, the "Astroblast!" crew accept their differences, help one another, make new friends, and discover that getting along is always out of this world. Every day brings a new adventure - big and small - whether it involves getting ready for a surprise birthday party for a Gremulon princess, dealing with demanding dairy-obsessed customers from the Milky Way, making peace between two spaceships of hungry space pirates, or helping a scary-looking, but shy, visitor make friends when no one will sit with him at lunch. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core Program (2 of 9)  | Response   |
|--|--|
| Program Title  | THE CHICA SHOW   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS @ 10:30 - 11 AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 2  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Chica is a five-year-old chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core Program (3 of 9) | Response |
|-------------------------------|----------|
|-------------------------------|----------|

|  |   |
|--|---|
| Program Title  | TREE FU TOM   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS @ 11 - 11:30 AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 2   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn, and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Digital Core<br>Program (4<br>of 9) | Response |
|-------------------------------------|----------|
| Program Title                       | LAZYTOWN |

|  |  |
|--|--|
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS @ 11:30 - 12 NOON  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 2  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core<br>Program (5 of<br>9) |           |
|-------------------------------------|-----------|
|                                     | Response  |
| Program Title                       | POPPY CAT |
| Origination                         | Network   |



|  |   |
|--|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SUNDAYS @ 7 - 7:30 AM   |
| Total times<br>aired at<br>regularly<br>scheduled time   | 12  |
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 1   |
| Number of<br>Preemptions<br>for other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience  | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                       | Yes   |

#### Digital Preemption Programs #1

| Questions  | Response            |
|--|---------------------|
| Title of Program   | POPPY CAT           |
| List date and time rescheduled   | 12/28/14 11 AM      |
| Is the rescheduled date the second home?   | No                  |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                 |
| Date Preempted   | 2014-12-27          |
| Episode #  | 12/27/14 [EPCT113H] |

|                       |                   |
|-----------------------|-------------------|
| Reason for Preemption | Non-breaking News |
|-----------------------|-------------------|

| Digital Core Program (6 of 9)  |   | Response |
|--|---|----------|
| Program Title  | GREEN SCREEN ADVENTURES MeTV E/I  |          |
| Origination  | Network   |          |
| Days/Times Program Regularly Scheduled   | Saturdays @ 8-8:30AM, 8:30-9AM  |          |
| 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   | 7 years to 11 years   |          |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-11. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCIAL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CURIOSITY, CONFIDENCE, CITIZENSHIP, AND COMPASSION. |          |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |          |

| Digital Core Program (7 of 9) |                              | Response |
|-------------------------------|------------------------------|----------|
| Program Title                 | TRAVEL THRU HISTORY MeTV E/I |          |

|  |   |
|--|---|
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturdays @ 9-9:30 AM, 9:30-10AM  |
| 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 15 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Travel Thru History is designed to spark interest and enthusiasm in teens and their families to learn about our country's rich and fascinating history. The series visits diverse locales across the U.S. from Las Vegas to Key West. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (8 of 9)  |  | Response   |
|--|--|--|
| Program Title  |  | MYSTERY HUNTERS MeTV E/I   |
| Origination  |  | Network  |
| Days/Times Program Regularly Scheduled   |  | Saturdays @ 10-10:30 AM, 10:30-11 AM   |
| 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. |  | Mystery Hunters is a excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs. |

|   |     |
|---|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
|---|-----|

| Digital Core Program (9 of 9)  | Response  |
|--|---|
| Program Title  | NOODLE AND DOODLE   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SUNDAYS @ 7:30 - 8 AM   |
| 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   | 2 years to 5 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal. |

|   |     |
|---|-----|
| 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   | NOODLE AND DOODLE    |
| List date and time rescheduled   | 12/28/14 11:30 AM    |
| Is the rescheduled date the second home?   | No                   |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                  |
| Date Preempted   | 2014-12-27           |
| Episode #  | 12/27/14 [ENAD118DH] |
| Reason for Preemption  | Non-breaking News    |

Non-Core Educational and Informational Programming (6)

| Non-Core Educational and Informational Programming (1 of 6)  | Response   |
|--|--|
| Program Title  | JACK HANNA'S INTO THE WILD   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled:  | Saturdays @ 5:30 - 6 AM  |
| 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.   | Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. |
| 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  |
|--|---|
| Non-Core Educational and Informational Programming (2 of 6)  | Response  |
| Program Title  | Jack Hanna's Animal Adventure   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled:  | Saturdays @ 4 - 4:40 AM   |
| 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. | Jack Hanna's Animal Adventure: 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  |
|---|---|
| <b>Non-Core Educational and Informational Programming (3 of 6)</b>  |   |
| Program Title   | Land of the Lost  |
| Origination   | Network   |
| Days/Times Program Regularly Scheduled:   | SUNDAYS @ 6:30 AM   |
| Total times aired at regularly scheduled time:  | 13  |
| Number of Preemptions   |   |
| Length of Program   | 30 mins   |
| Age of Target Child Audience  | 9 years to 12 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.  | The Marshall family set out for a camping trip aboard their humble raft, but a chance encounter with a 1,000-foot waterfall plunged them into an alternate universe. Land of the Lost put the family in a jungle world of no definite place and time, where they tried to keep one step ahead of dinosaurs and Sleestacks, and tried to make their way home. It's a terrific blend of sic-fi, fantasy and live action adventure |
| 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?   | No  |
| 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       |
|--|----------------|
| <b>Non-Core Educational and Informational Programming (4 of 6)</b> |                |
| Program Title  | H.R. Pufnstuf  |
| Origination  | Network        |
| Days/Times Program Regularly Scheduled:                            | Sundays @ 6 AM |

|  |   |
|--|---|
| Total times aired at regularly scheduled time:   | 13  |
| Number of Preemptions  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 9 years to 12 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.   | H.R. Pufnstuf is set in the far-out, puppet-populated fantasy world of Living Island. Wildly imaginative and exploding with colorful sets and characters, it's the story of young Jimmy, his talking flute Freddy, Mayor (and dragon) H. R. Pufnstuf and their constant struggles against the far-reaching sorcery of Witchiepoo. |
| 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?  | No  |
| 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  |
|--|---|
| <b>Non-Core Educational and Informational Programming (5 of 6)</b>   | <b>Response</b>   |
| Program Title  | Land of the Lost  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled:  | SATURDAYS @ 7:30 AM   |
| Total times aired at regularly scheduled time:   | 6   |
| Number of Preemptions  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 9 years to 12 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Marshall family set out for a camping trip aboard their humble raft, but a chance encounter with a 1,000-foot waterfall plunged them into an alternate universe. Land of the Lost put the family in a jungle world of no definite place and time, where they tried to keep one step ahead of dinosaurs and Sleestacks, and tried to make their way home. It's a terrific blend of sic-fi, fantasy and live action adventure |
| 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?                              | No  |



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  |
|--|---|
| <b>Non-Core Educational and Informational Programming (6 of 6)</b>   |   |
| Program Title  | Saved by the Bell   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled:  | SUNDAYS @ 10AM, 10:30AM, 11AM, 11:30AM  |
| Total times aired at regularly scheduled time:   | 52  |
| Number of Preemptions  |   |
| 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.   | Saved By The Bell explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as dealing with the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens. |
| 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?  | No  |
| 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 |
|-----------|----------|
|-----------|----------|

**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 - 4th Floor |
| City   | Tampa                               |
| State  | FL                                  |
| Zip  | 33606                               |
| Telephone Number   | 813-221-5771                        |
| Email Address  | jlueders@wfla.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. | <p>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 Today (M-F) Newscasts 4:30-7AM; NewsChannel 8 First @ 4 M-F) 4:00-5:00 PM; NewsChannel 8 @ 5 (M-F) 5-5:30PM; News Channel 8 @ 5:30 (M-F) 5:30-6PM; NewsChannel 8 @ 6 (M-Sun) 6-6:30PM; NewsChannel 8 @ 7 (M-F) 7-7:30 PM; NewsChannel 8 @ 11 (M-F) 11-11:35PM; NewsChannel 8 @ 11 (Sat-Sun) 11-11:30PM; NewsChannel 8 Weekend AM (Sat) 9-10AM; NewsChannel 8 Weekend AM (Sun) 9-9:45 AM; NewsChannel 8 @ Noon (Sat &amp; Sun) 12-1PM. 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.) 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 (9)

| Other Matters (1 of 9)   | Response   |
|--|--|
| Program Title  | ASTROBLAST   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 10 - 10:30 AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | "Astroblast!" follows the adventures of a crew of space animals who run the Astroblast Space Station - the coolest hangout in the galaxy. The team of animals who run it are the best of friends - Comet, Halley, Sputnik, Radar and Jet - all under the watchful eye of Sal the Octopus. But when you stick five friends with very different personalities in one place - things are bound to get messy. Through it all, the "Astroblast!" crew accept their differences, help one another, make new friends, and discover that getting along is always out of this world. Every day brings a new adventure - big and small - whether it involves getting ready for a surprise birthday party for a Gremulon princess, dealing with demanding dairy-obsessed customers from the Milky Way, making peace between two spaceships of hungry space pirates, or helping a scary-looking, but shy, visitor make friends when no one will sit with him at lunch. |

| Other Matters (2 of 9)                                    | Response                  |
|---|---------------------------|
| Program Title   | THE CHICA SHOW            |
| Origination   | Network                   |
| Days/Times<br>Program<br>Regularly<br>Scheduled           | Saturdays @ 10:30 - 11 AM |
| Total times<br>aired at<br>regularly<br>scheduled<br>time | 13                        |
| Length of<br>Program                                      | 30 mins                   |
| Age of<br>Target Child<br>Audience<br>from                | 2 years to 5 years        |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Chica is a five-year-old chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. |
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| Other Matters (3 of 9)   | Response  |
|--|---|
| Program Title  | TREE FU TOM   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturdays @ 11 - 11:30 AM   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 2 years to 5 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn, and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal. |

| Other Matters (4 of 9)                 | Response                    |
|--|-----------------------------|
| Program Title                          | LAZYTOWN                    |
| Origination                            | Network                     |
| Days/Times Program Regularly Scheduled | Saturdays @ 11:30 - 12 NOON |

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| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 2 years to 5 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures. |

| Other Matters (5 of 9)   | Response  |
|--|---|
| Program Title  | POPPY CAT   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sundays @ 7 - 7:30 AM   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 2 years to 5 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure. |

| Other Matters (6 of 9) | Response        |
|------------------------|-----------------|
| Program Title          | NOODLE & DOODLE |
| Origination            | Network         |

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|--|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sundays @ 7:30 - 8 AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child<br>Audience from  | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal. |
| <b>Other Matters<br/>(7 of 9)</b>  |   |
| Program Title  | GREEN SCREEN ADVENTURE MeTV E/I   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 8-8:30 AM, 8:30-9 AM  |
| Total times<br>aired at<br>regularly<br>scheduled time   | 26  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child<br>Audience from  | 7 years to 11 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-11. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCIAL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CURIOSITY, CONFIDENCE, CITIZENSHIP, AND COMPASSION.   |



| Other Matters (8 of 9)   | Response  |
|--|---|
| Program Title  | TRAVEL THRU HISTORY MeTV E/I  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturdays @ 9 - 9:30 AM, 9:30-10AM  |
| Total times aired at regularly scheduled time  | 26  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 13 years to 15 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Travel Thru History is designed to spark interest and enthusiasm in teens and their families to learn about our country's rich and fascinating history. The series visits diverse locales across the U.S. from Las Vegas to Key West. |

| Other Matters (9 of 9)   | Response   |
|--|--|
| Program Title  | MYSTERY HUNTERS MeTV E/I   |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturdays @ 10-10:30 AM, 10:30-11 AM   |
| 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. | Mystery Hunters is a excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs. |

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<br/>Communications<br/>Holdings, LLC</b></p> |

**Attachments**

No Attachments.