Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-118190** | Submit Date: **04/01/2011** | Call Sign: **WFLX** | Facility ID: **39736** | City: **WEST PALM BEACH** | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/01/2011** | 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	FOX
	Nielsen DMA	W. Palm Beach-Ft Pierce
	Web Home Page Address	www.wflx.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	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?	Yes

Digital Core Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 7am 1/1/11-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused explanations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears and monkeys. In these shows, a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. The program is 30 minutes in length, is regularly scheduled, airs between 7am - 10pm and is identified as an educational and informational show, targeting 13-16 year olds.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Jack Hannah's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 7:30am 1/1/11-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hannah's Into the Wild program content is suitable for both the secondary classroom and general audience with content addressing several academic outcomes designated by both state and national life science standards. Shot from a number of photographic perspectives, the viewer is introduced to the biodiversity of the area, how animals are adapted to the environment and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. The program also brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in perserving wildlife.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)	Response
Program Title	Animal Atlas Classics

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 8am 1/1/11-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas Classics brings together the best Animal Atlas episodes. It is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused explanations of certain topics such as Animal Appetites(which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears and monkeys. In these shows, a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. The program is 30 minutes in length, is regularly scheduled, airs between 7am - 10pm and is identified as an educational and informational show, targeting 13-16 year olds.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 6)	**Response**
Program Title	Aqua Kids

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 8:30am 1/1/11-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. As of the week of 9/8 /08, the FCC E/I designation changed to K13-16.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 6)	**Response**
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9am 1/1/11-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dragonfly TV features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem-solving skills. Young viewers see kids like themselves investigating, dreaming and doing.

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

Digital Core Program (6 of 6)	**Response**
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9:30am 1/1/11-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company explores all aspects of living green and understanding how we impact our world. The E-Co Team reports on global warming, rainforests and our oceans, the latest in clean-tech energies, recycling, conservation, organics and more. The program profiles teens who have taken it upon themselves to make a positive impact on the environment. The show provides practical tips that teens and people of all ages can use in their daily lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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	Barb Billens
Address	4119 W. Blue Heron Blvd.
City	West Palm Beach
State	FL
Zip	33404
Telephone Number	561-845-2929
Email Address	
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.	Excluding the Public Service Announcements aired on the Fox Network, WFLX aired various PSAs designed to inform and educate children. The announcements were in varying lengths and each PSA aired multiple times between January 1 - March 31, 2011.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Animal Atlas
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.	Animal Atlas is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused explanations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears and monkeys. In these shows, a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. The program is 30 minutes in length, is regularly scheduled, airs between 7am - 10pm and is identified as an educational and informational show, targeting 13-16 year olds.

Other Matters (2 of 7)	Response
Program Title	Jack Hannah's Into the Wild
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.	Jack Hannah's Into the Wild program content is suitable for both the secondary classroom and general audience with content addressing several academic outcomes designated by both state and national life science standards. Shot from a number of photographic perspectives, the viewer is introduced to the biodiversity of the area, how animals are adapted to the environment and the changes humans have imposed on the environment as well as the positive impact of local conservation efforts in the region. The program also brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in perserving wildlife.

Other Matters (3 of 7)	**Response**
Program Title	Animal Atlas Classics
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 8am 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.	Animal Atlas Classics brings together the best Animal Atlas episodes. It is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused explanations of certain topics such as Animal Appetites(which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears and monkeys. In these shows, a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. The program is 30 minutes in length, is regularly scheduled, airs between 7am - 10pm and is identified as an educational and informational show, targeting 13-16 year olds.

Other Matters (4 of 7)	**Response**
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 8:30am 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.	Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. As of the week of 9/8 /08, the FCC E/I designation changed to K13-16.

Other Matters (5 of 7)	**Response**
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9am 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.	Dragonfly TV features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem-solving skills. Young viewers see kids like themselves investigating, dreaming and doing.

Other Matters (6 of 7)	**Response**
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9:30am on 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.	Eco Company explores all aspects of living green and understanding how we impact our world. The E-Co Team reports on global warming, rainforests and our oceans, the latest in clean-tech energies, recycling, conservation, organics and more. The program profiles teens who have taken it upon themselves to make a positive impact on the environment. The show provides practical tips that teens and people of all ages can use in their daily lives.

Other Matters (7 of 7)	**Response**
Program Title	This Week in Baseball
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 3:30pm (9x) and 12:30pm (4x) 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.	"This Week in Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week in Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WFLX License Subsidiary, LLC**

Attachments

No Attachments.