



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0025636598** | File Number: **CPR-118435** | Submit Date: **04/04/2011** | Call Sign: **WSLS-TV** | Facility ID: **57840**
City: **ROANOKE** | State: **VA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/04/2011 | 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
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**Contact
Representatives
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Roanoke-Lynchburg
	Web Home Page Address	www.wsls.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(8)

Digital Core Program (1 of 8)		Response
Program Title	TURBO DOGS (10.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	1	
Length of Program	30 mins	
Age of Target Child Audience	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Turbo Dogs, canine buddies Dash, Mags, Strut, GT, Stinkbert, and Clutch learn lessons in friendship, fair play and teamwork as they pull together to protect their reputations as the fastest dogs in Racerville in the animated series adapted from Bob Kolar's picture book Racer Dogs.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 8)		Response
Program Title	SHELLDON (10.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	BABAR (10.1)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces as he journeys through life. Each episode of the show communicates social-emotional messages that draw upon the bond of family and combine traditional values with a modern lifestyle. On January 1 2011, WSLS pre-empted this program in order to air the "Tournament of Roses Parade". The make good is listed below.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	BABAR (10.1)
List date and time rescheduled	Sunday January 2 2011 2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday January 1 2011 / 10111
Reason for Preemption	Other

Digital Core Program (4 of 8)		Response
Program Title		WILLA'S WILD LIFE (10.1)
Origination		Network
Days/Times Program Regularly Scheduled		SATURDAY 12:00PM
Total times aired at regularly scheduled time		12
Total times aired		13
Number of Preemptions		1
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		1

Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Willa's Wild Life is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets, an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa's Wild Life works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. On January 1 2011, WSLS pre-empted this program in order to air the "Tournament of Roses Parade". The make good is listed below.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	WILLA'S WILD LIFE (10.1)
List date and time rescheduled	Sunday January 2 2011 3pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday January 1 2011 / 10111
Reason for Preemption	Other

Digital Core Program (5 of 8)	Response
Program Title	WEATHER 101(10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:00PM AND 6:00PM
Total times aired at regularly scheduled time	52
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Weather 101 For Kids explains various aspects of weather, including the meaning of so many different and sometimes confusing words like dew point, humidity, temperature, wind speed, pressure, etc. Various meteorologists explain how satellites and computers are used to develop a weather forecast and the importance of science and math for those who want to make weather forecasting a career. A lot of safety tips are provided so kids know what to do in case of a weather emergency like thunderstorms, lightning, tornados, hurricanes, floding, etc. (for example during flooding if the water is at an unknown depth or the speed of the water is unknown then follow the motto..."turn around, don't drown").
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	XIS (10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:30PM
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	XIS is a show that features Dr. Bill Willnitz (known as Wizard Wellnitz). He is a professor, Augusta State University and Director, Georgia Science Olympiad. During the show, Dr. Wellnitz performs safe but exciting experiments that have a visual impact on children and adults. Most of the experiments are simple and can be repeated at home with minimal to no adult supervision. The program was created to entertain children while educating them on the fun facts of science.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)		Response
Program Title	THE MAGIC SCHOOLBUS (10.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 11:00 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	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus features the antics of Ms. Frizzle, an elementary school teacher, and her class, who board a magical school bus which takes them on field trips to impossible locations such as: the solar system, under the bed, and the American Flag. The students include Carlos, Phoebe, Keesha, Dorothy Ann, Tim, Ralphie, Arnold, and Wanda. The class pet, Liz, a lizard, accompanies the class on their field trips. On January 1 2011, WSLS pre-empted this program in order to air the "Tournament of Roses Parade". The make good is listed below.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Preemption Programs #1

Questions	Response
Title of Program	THE MAGIC SCHOOLBUS (10.1)
List date and time rescheduled	Sunday January 2 2011 2pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday January 1 2011 / 10111
Reason for Preemption	Other

Digital Core Program (8 of 8)	Response
Program Title	PEARLIE (10.1)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 12:30 PM
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is a park fairy with a giant-sized heart and a wardrobe to match. Appointed by Fairy HQ, Pearlie keeps Jubilee Park in sparkling order. She's a type A personality full of nutty, over the top plans, parties and events for the park and its residents. She has assistance in Jasper, her right hand elf, although he prefers chilling out to real work. There's also Opal, an outback fairy from Australia sent to learn the ropes of park management from Pearlie. But all isn't perfect in Jubilee Park. Pearlie's cousin Saphira is jealous of Pearlie's popularity in the fairy world and desperately wants her job. With her incompetent assistant Ludwig, a bat with a heavy German accent, Saphira sets out to spoil perky Pearlie's day any way she can. Pearlie remains oblivious - always thinking the best of her cousin - while Opal and Jasper are more hip to Saphira's game. Saphira resides in the park's greenhouse, running a day-spa for well-heeled fairies, butterflies and the odd goblin fairy inspector. On January 1 2011, WSLS pre-empted this program in order to air the "Tournament of Roses Parade". The make good is listed below.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	PEARLIE (10.1)
List date and time rescheduled	Sunday January 2 2011 3:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday January 1 2011 / 10111
Reason for Preemption	Other

**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	ASHLEY KINZIE
Address	401 3RD STREET SW
City	ROANOKE
State	VA
Zip	24011
Telephone Number	540-512-1566
Email Address	akinzie@wsls.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.	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. The station did not broadcast any additional programs specifically designed for children ages twelve and under that were not "educational or informational" programming.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	TURBO DOGS (10.1)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In Turbo Dogs, canine buddies Dash, Mags, Strut, GT, Stinkbert, and Clutch learn lessons in friendship, fair play and teamwork as they pull together to protect their reputations as the fastest dogs in Racerville in the animated series adapted from Bob Kolar's picture book Racer Dogs.

Other Matters (2 of 8)	Response
Program Title	SHELLDON (10.1)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Other Matters (3 of 8)	Response
Program Title	THE MAGIC SCHOOLBUS (10.1)
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 11:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus features the antics of Ms. Frizzle, an elementary school teacher, and her class, who board a magical school bus which takes them on field trips to impossible locations such as: the solar system, under the bed, and the American Flag. The students include Carlos, Phoebe, Keesha, Dorothy Ann, Tim, Ralphie, Arnold, and Wanda. The class pet, Liz, a lizard, accompanies the class on their field trips.

Other Matters (4 of 8)		Response
Program Title	BABAR (10.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces as he journeys through life. Each episode of the show communicates social-emotional messages that draw upon the bond of family and combine traditional values with a modern lifestyle.	

Other Matters (5 of 8)		Response
Program Title	WILLA'S WILD LIFE (10.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 12:00PM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	6 years to 10 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Willa's Wild Life is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets, an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa's Wild Life works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.
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Other Matters (6 of 8)

Response

Program Title	PEARLIE (10.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAY 12:30PM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	6 years to 10 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is a park fairy with a giant-sized heart and a wardrobe to match. Appointed by Fairy HQ, Pearlie keeps Jubilee Park in sparkling order. She's a type A personality full of nutty, over the top plans, parties and events for the park and its residents. She has assistance in Jasper, her right hand elf, although he prefers chilling out to real work. There's also Opal, an outback fairy from Australia sent to learn the ropes of park management from Pearlie. But all isn't perfect in Jubilee Park. Pearlie's cousin Saphira is jealous of Pearlie's popularity in the fairy world and desperately wants her job. With her incompetent assistant Ludwig, a bat with a heavy German accent, Saphira sets out to spoil perky Pearlie's day any way she can. Pearlie remains oblivious always thinking the best of her cousin while Opal and Jasper are more hip to Saphira's game. Saphira resides in the park's greenhouse, running a day-spa for well-heeled fairies, butterflies and the odd goblin fairy inspector.
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Other Matters (7 of 8)

Response

Program Title	WEATHER 101 (10.2)
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Origination	Local
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Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:00PM & 6:00PM
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Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Weather 101 For Kids explains various aspects of weather, including the meaning of so many different and sometimes confusing words like dew point, humidity, temperature, wind speed, pressure, etc. Various meteorologists explain how satellites and computers are used to develop a weather forecast and the importance of science and math for those who want to make weather forecasting a career. A lot of safety tips are provided so kids know what to do in case of a weather emergency like thunderstorms, lightning, tornados, hurricanes, floding, etc. (for example during flooding if the water is at an unknown depth or the speed of the water is unknown then follow the motto..."turn around, don't drown".

Other Matters (8 of 8)	Response
Program Title	XIS (10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:30PM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	XIS is a show that features Dr. Bill Willnitz (known as Wizard Wellnitz). He is a professor, Augusta State University and Director, Georgia Science Olympiad. During the show, Dr. Wellnitz performs safe but exciting experiments that have a visual impact on children and adults. Most of the experiments are simle and can be repeated at home with minimal to no adult supervision. The program was created to entertain children while educating them on the fun facts of science.

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>MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC</p>

Attachments

No Attachments.