



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0021268263** | File Number: **CPR-130674** | Submit Date: **05/18/2012** | Call Sign: **WWMT** | Facility ID: **74195** | City:
KALAMAZOO | State: **MI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
05/18/2012 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2012**

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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Grand Rapids-Kalaz-Battle Crk
	Web Home Page Address	www.wwmt.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	Doodlebops
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am, 7:30am-8:00am ET
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem. Important life lessons are imparted in the process, and the lessons learned are reinforced through a musical interlude. This program focuses on encouraging viewers to develop positive personal qualities such as honesty and initiative and also providing viewers with a basic understanding and appreciation of music. This program aired on the main digital stream.
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	Busytown Mysteries
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00am-8:30am, 8:30am-9:00am ET

Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the works of Richard Scarry, this program brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts and ultimately reach conclusions. Also, the program helps develop vocabulary through words and concepts that are part of each episode's overall theme. This program aired on the main digital stream.
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		Danger Rangers
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays/11:00am-11:30am ET
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated program focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. A song introduces the relevant steps to be taken for a potential potential safety concerns, such as the need to take proper safety precautions when swimming, and animal superheroes reinforce concepts of teamwork and preparedness and model for children the acquisition of important health and safety information. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	Horseland
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30am-12:00pm ET
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	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Four teens from very different backgrounds all taking riding lessons at a very unusual riding stable where the animals all speak to each other. The teens deal with accepting responsibility, developing self-confidence, self-esteem and caring for their mounts. They also are confronted with problems that test their honesty, integrity and sometimes even their friendship. As they work to find solutions, the animals make comments on what the teens should or should not do or how they are handling the particular situation, giving the viewer a new insight to dealing with the issue. Through the four characters and the dialogue of the animals the viewers are shown clear prosocial educational messages. This program aired on the main digital stream.
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	Horseland
List date and time rescheduled	March 11, 2012/7:30am ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	March 10, 2012/1939R
Reason for Preemption	Sports

Digital Core Program (5 of 8)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am, 7:30am-8:00am ET (1/7/2012-2/11/2012)
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By focusing on the thrilling adventures of Tony, Edyn and Strag along with the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. The inhabitants of Magi-Nation take their dreams and craft them into vast and fantastical realities, creating spectacular Dream Creatures and magical artifacts. The program tells the tale of an ancient evil that has returned to conquer the peaceful Moonlands, and the young stranger who is the hero to help save the inhabitants of Magi-Nation. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
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	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am, 7:30am-8:00am ET (2/18/2012-3/31/2012)
Total times aired at regularly scheduled time	14
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	6 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Robots for Everyone is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of the program is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
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	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/7:00am-7:30am ET
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.	Life science, biological science, beautiful photography and humor combine to provide viewers of this program with life science concepts, animal classification, as well as anatomy and physiology information of animals. The viewers are taken around the biomes of the world merging the fascination of the animal world with a greater understanding of the relationship between the branches of the animal kingdom. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 8) Response	
Program Title	Edgemont
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/7:30am-8:00am, 8:00am-8:30am, 8:30am-9:00am ET
Total times aired at regularly scheduled time	39
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.	The program revolves around everyday lives of teenagers focusing in on teen activities. It is designed to entertain its core audience while informing and educating them about issues that arise at school and at home. Some of the issues covered are social and emotional challenges, forming and maintaining family, friendship and romantic relationships as well as ethical and moral choices. The program's objective is to demonstrate models of behavior for teens allowing them to consider choices they may face and to witness potential outcomes of those choices and to gain positive tools to resolve issues and conflicts in a constructive way. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
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	Susan Abraham
Address	590 West Maple Street
City	Kalamazoo
State	MI
Zip	49008
Telephone Number	269-388-3454
Email Address	sabraham@sbgnet.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	In first quarter one of the anchormen emceed Bowl for Kids Sake, a benefit event for Big Brothers/Big Sisters; one of the weathermen gave a presentation at a local grade school; in March he read to elementary school students as part of Reading Awareness Month. In January & March another weatherman gave three presentations to 1st, 2nd, 3rd, 5th & 8 grade children.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Doodlebops
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am, 7:30am-8:00am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem. Important life lessons are imparted in the process, and the lessons learned are reinforced through a musical interlude. This program focuses on encouraging viewers to develop positive personal qualities such as honesty and initiative and also providing viewers with a basic understanding and appreciation of music. This program will air on the main digital stream.

Other Matters (2 of 7)	Response
Program Title	Busytown Mysteries
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00am-8:30am, 8:30am-9:00am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the works of Richard Scarry, this program brings the popular adventures of Busytown to preschoolers with an educatinal, problem-solving twist. Children can follow Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the charaters use their skills of observation to collect facts, draw inferences from those facts and ultimately reach conclusions. Also, the program helps develops vocabulary through words and concepts that are part of each episode's overall theme. This program will air on the main digital stream.

Other Matters (3 of 7)	Response
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Program Title	Danger Rangers
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:00am-11:30am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated program focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. A song introduces the relevant steps to be taken for a potential potential safety concerns, such as the need to take proper safety precautions when swimming, and animal superheroes reinforce concepts of teamwork and preparedness and model for children the acquisition of important health and safety information. This program will air on the main digital stream.

Other Matters (4 of 7)	Response
Program Title	Horseland
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30am-12:00pm ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Four teens from very different backgrounds all taking riding lessons at a very unusual riding stable where the animals all speak to each other. The teens deal with accepting responsibility, developing self-confidence, self-esteem and caring for their mounts. They also are confronted with problems that test their honesty, integrity and sometimes even their friendship. As they work to find solutions, the animals make comments on what the teens should or should not do or how they are handling the particular situation, giving the viewer a new insight to dealing with the issue. Through the four characters and the dialogue of the animals the viewers are shown clear prosocial educational messages. This program will air on the main digital stream.

Other Matters (5 of 7)	Response
Program Title	Cubix: Robots for Everyone

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am, 7:30am-8:00am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Robots for Everyone is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of the program is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility. This program will air on the secondary digital stream, WWMTDT2, channel 8.2.

Other Matters (6 of 7)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/7:00am-7:30am ET
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.	Life science, biological science, beautiful photography and humor combine to provide viewers of this program with life science concepts, animal classification, as well as anatomy and physiology information of animals. The viewers are taken around the biomes of the world merging the fascination of the animal world with a greater understanding of the relationship between the branches of the animal kingdom. This program will air on the secondary digital stream, WWMTDT2, channel 8.2.

Other Matters (7 of 7)	Response
Program Title	Edgemont
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/7:30am-8:00am, 8:00am-8:30am, 8:30am-9:00am ET

Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program revolves around everyday lives of teenagers focusing in on teen activities. It is designed to entertain its core audience while informing and educating them about issues that arise at school and at home. Some of the issues covered are social and emotional challenges, forming and maintaining family, friendship and romantic relationships as well as ethical and moral choices. The program's objective is to demonstrate models of behavior for teens allowing them to consider choices they may face and to witness potential outcomes of those choices and to gain positive tools to resolve issues and conflicts in a constructive way. This program will air on the secondary digital stream, WWMTDT2, channel 8.2.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>WWMT Licensee, LLC</p>

Attachments

No Attachments.