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# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-134073** | Submit Date: **10/05/2012** | Call Sign: **WWLP** | Facility ID: **6868** | City: **SPRINGFIELD** | State: **MA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/05/2012** | Filing Status: **Active**

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## Report reflects information for : Third 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
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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	Springfield-Holyoke MA
	Web Home Page Address	www.wwlp.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	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:00AM-10:30AM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	<p>This is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments in a restaurant kitchen operated by Doggity and other canines. The show demonstrates how recycled materials can become art and how food art, and problem solving can be combined to create a fun experience in everyday living. Every episode can be replicated at home with ease by parents and children playing together.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	9/25/12 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	9/29/12 #ENAD113H
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	7/7/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	7/7/12 #ENAD101H
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	9/1/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/12 #ENAD106H
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	8/4/12 8:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/12 #ENAD104H
Reason for Preemption	Sports

**Digital Preemption Programs #5**

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	8/25/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	8/4/12 #ENAD105H
Reason for Preemption	Sports

Digital Core Program (2 of 8)	Response
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:30AM-11:00AM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	This is all about teaching bedtime routines and practicing them so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, SweetPea Sue, a horse and Cowbella, a purple and white cow-has a problem either with sleeping or with facing a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed goes to a specific place for the adventure: Squacky's bed goes to Eliie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook LanD and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and SweetPea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.
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	Pajanimals
List date and time rescheduled	7/7/12 1:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	7/7/12 #EPAJ101H
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	9/1/12 1:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/12 #EPAJ106H
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	8/25/12 1:30PM
Is the rescheduled date the second home?	No



Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	8/4/12 #EPAJ105H
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	9/26/12 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	9/29/12 #EPAJ113H
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	8/4/12 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/12 #EPAJ104H
Reason for Preemption	Sports

Digital Core Program (3 of 8)		Response
Program Title	Poppy Cat	
Origination	Network	
Days/Times Program Regularly Scheduled	SA [11:00AM-11:30AM] 07/07/12-09/29/12	
Total times aired at regularly scheduled time	8	
Total times aired	13	
Number of Preemptions	5	

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmation who zips around on a skateboard; Alma, a southern belle bunny who is ultra feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense. The grouchy Egbert, a badger who is both a snob and a bully refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. With the end of her story Lara closes her book and says good bye to Poppy Cat, who is usually ready for his nap.
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	Poppy Cat
List date and time rescheduled	8/11/12 8:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/12 #EPCT104H
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	9/27/12 2:00PM
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	9/29/12 #EPCT113H
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	8/26/12 12:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	8/4/12 #EPCT105H
Reason for Preemption	Sports

### Digital Preemption Programs #4

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	7/7/12 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	7/7/12 #EPCT101H
Reason for Preemption	Sports

### Digital Preemption Programs #5

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	9/1/12 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/12 #EPCT106H
Reason for Preemption	Sports

Digital Core Program (4 of 8)		Response
Program Title	Justin Time	
Origination	Network	

Days/Times Program Regularly Scheduled	SA [11:30AM-12:00PM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	This is an animated show specifically directed to the preschool audience and always conveys an embedded lesson that it is possible to understand and master any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia and Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested, he daydreams his way into an adventure that takes him to places all around the world. This is where he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a socio-emotional dilemma universally experienced by preschool children.
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	Justin Time
List date and time rescheduled	8/26/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2012-08-04
Episode #	8/4/12 #EJTM105H
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	7/8/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	7/7/12 #EJTM101H
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	8/11/12 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/12 #EJTM104H
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	9/2/12 12:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/12 #EJTM106H
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	9/28/12 2:00PM
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	9/29/12 #EJTM113H
Reason for Preemption	Sports

<b>Digital Core Program (5 of 8)</b>		<b>Response</b>
Program Title	Lazytown	
Origination	Network	
Days/Times Program Regularly Scheduled	SA [12:00PM-12:30PM] 07/07/12-09/29/12	
Total times aired at regularly scheduled time	8	
Total times aired	13	
Number of Preemptions	5	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	5	
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.	<p>This is a show that is all about health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we see a visitor named Stephanie determined to coax her friends and relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, to leave their gaming consoles and candy stashes at home so they can go outside and play. She gets her Uncle, the Mayor and his friend Ms. Busy Body to support her efforts. But all of them are constantly foiled by Robbie Rotten, who lives underground and is determined to send Lazy Town back to inactivity and quiet. Coming to the rescue is the athlete Sportacus who lives in a spaceship and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he goes back to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.</p>	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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#### Digital Preemption Programs #1

Questions	Response
Title of Program	Lazytown
List date and time rescheduled	9/2/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/12 #ELZT109H
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Lazytown
List date and time rescheduled	8/26/12 1:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	8/4/12 #ELZT108H
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Lazytown
List date and time rescheduled	9/29/12 7:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	9/29/12 #ELZT120H
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
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Title of Program	Lazytown
List date and time rescheduled	8/19/12 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/12 #ELZT104H
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	Lazytown
List date and time rescheduled	9/8/12 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	9/8/12 #ELZT116H
Reason for Preemption	Sports

Digital Core Program (6 of 8)		Response
Program Title	The Wiggles	
Origination	Network	
Days/Times Program Regularly Scheduled	SA [12:30PM-1:00PM] 07/07/12-09/29/12	
Total times aired at regularly scheduled time	8	
Total times aired	13	
Number of Preemptions	5	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	5	
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.	This is an Australian children's variety show that exhorts pre-school children to move and sing along with their many song and dance routines. A musical ensemble led by Tony, Murray, Greg and Jeff, runs through a variety of skits that are specifically designed for the preschool audience. A large ensemble of supporting dancers and characters, help them move the show along with scene changes, travel to distant locations and visits by guest artists. These include Wags, the dog, Dorothy the Dinosaur, Henry the octopus, Captain Feathersword the Pirate, and the Wiggles who dance and interact with the Wiggles hosts. While the majority of the sketches are instructional in nature, the context and spirit of the show is to entertain and demonstrate that learning is the way to have the "very most" fun.
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 Wiggles
List date and time rescheduled	8/19/12 1:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/12 #EWIG102
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	9/29/12 7:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	9/29/12 #EWIG0013
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	The Wiggles

List date and time rescheduled	9/8/12 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	9/8/12 #EWIG0010
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	8/26/12 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	8/4/12 #EWIG108
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	9/2/12 1:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/12 #EWIG109
Reason for Preemption	Sports

Digital Core Program (7 of 8)	Response
Program Title	Beta Records (Multicast.2)
Origination	Network
Days/Times Program Regularly Scheduled	SA [8:00AM-8:30M] 07/07/12-09/29/12
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.	BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 8)</b>	<b>Response</b>
Program Title	Ariel & Zoey, Eli Too (Multicast.2)
Origination	Network
Days/Times Program Regularly Scheduled	MON-FRI [4:30PM-5:00PM] 07/02/12-09/28/12
Total times aired at regularly scheduled time	65
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.	Ariel & Zoey & Eli, Too (AZE2) is a musical variety show that is driven by three siblings that empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweey Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core Educational and Informational Programming (1)**

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	An American Girl: McKenna Shoots for the Stars
Origination	Network
Days/Times Program Regularly Scheduled:	SAT [8:00PM-10:00PM] 07/14/12-07/14/12
Total times aired at regularly scheduled time:	1
Number of Preemptions	0
Length of Program	120 mins
Age of Target Child Audience	9 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	McKenna is a fourth-grade gymnast in the Seattle area who has trouble with reading comprehension. A wheelchair-bound tutor helps her deal with the problem. This character is about focusing on your strengths and using your strengths to get over some difficult challenges.
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
Date Time	

**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	Kathy Stewart
Address	P.O. Box 2210
City	Springfield
State	MA
Zip	01102
Telephone Number	413-377-2235
Email Address	kstewart@wwlp.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>The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: NONE ----- Four of the Children's programs were pre-empted on July 7th due to the Tour de France, but 3 of them were made up later that day with the remaining one being made up the following day (July 8).</p> <p>----- All of the kids programming was pre-empted on July 28, Aug. 4 and Aug. 11 due to the Olympics. However, all of them were made up between Aug. 4 through Sept. 2 (including 8/4, 11, 19, 25, 26, Sept. 1, and 2).</p> <p>----- All of the kids programming was pre-empted on Sept. 29 due to the Ryder Cup, but were made up during that current week (Sept. 25, 26, 27, 28) at 2PM, as well as on Saturday, Sept. 29 at 7AM and 7:30AM.</p> <p>----- WWLP.D2 began airing the COOLTV network on October 28, 2010.</p>

**Other Matters (8)**

<b>Other Matters (1 of 8)</b>	<b>Response</b>
Program Title	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:00AM-10:30AM] 10/06/12-12/29/12
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.	This is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments in a restaurant kitchen operated by Doggity and other canines. The show demonstrates how recycled materials can become art and how food art, and problem solving can be combined to create a fun experience in everyday living. Every episode can be replicated at home with ease by parents and children playing together.

<b>Other Matters (2 of 8)</b>	<b>Response</b>
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:30AM-11:00AM] 10/06/12-12/29/12
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.	This is all about teaching bedtime routines and practicing them so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, SweetPea Sue, a horse and Cowbella, a purple and white cow-has a problem either with sleeping or with facing a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed goes to a specific place for the adventure: Squacky's bed goes to Eliie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook LanD and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and SweetPea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.
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**Other Matters (3 of 8)**

**Response**

Program Title	Poppy Cat
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Origination	Network
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Days/Times Program Regularly Scheduled	SA [11:00AM-11:30AM] 10/06/12-12/29/12
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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	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.	Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmation who zips around on a skateboard; Alma, a southern belle bunny who is ultra feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense. The grouchy Egbert, a badger who is both a snob and a bully refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. With the end of her story Lara closes her book and says good bye to Poppy Cat, who is usually ready for his nap.
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**Other Matters (4 of 8)**

**Response**

Program Title	Justin Time
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Origination	Network
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Days/Times Program Regularly Scheduled	SA [11:30AM-12:00PM] 10/06/12-12/29/12
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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.	This is an animated show specifically directed to the preschool audience and always conveys an embedded lesson that it is possible to understand and master any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia and Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested, he daydreams his way into an adventure that takes him to places all around the world. This is where he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a socio-emotional dilemma universally experienced by preschool children.

**Other Matters (5 of 8)**

**Response**

Program Title	Lazytown
Origination	Network
Days/Times Program Regularly Scheduled	SA [12:00PM-12:30PM] 10/06/12-12/29/12
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.	This is a show that is all about health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we see a visitor named Stephanie determined to coax her friends and relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, to leave their gaming consoles and candy stashes at home so they can go outside and play. She gets her Uncle, the Mayor and his friend Ms. Busy Body to support her efforts. But all of them are constantly foiled by Robbie Rotten, who lives underground and is determined to send Lazy Town back to inactivity and quiet. Coming to the rescue is the athlete Sportacus who lives in a spaceship and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he goes back to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.

<b>Other Matters (6 of 8)</b>		<b>Response</b>
Program Title	The Wiggles	
Origination	Network	
Days/Times Program Regularly Scheduled	SA [12:30PM-1:00PM] 10/06/12-12/29/12	
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.	This is an Australian children's variety show that exhorts pre-school children to move and sing along with their many song and dance routines. A musical ensemble led by Tony, Murray, Greg and Jeff, runs through a variety of skits that are specifically designed for the preschool audience. A large ensemble of supporting dancers and characters, help them move the show along with scene changes, travel to distant locations and visits by guest artists. These include Wags, the dog, Dorothy the Dinosaur, Henry the octopus, Captain Feathersword the Pirate, and the Wiggles who dance and interact with the Wiggles hosts. While the majority of the sketches are instructional in nature, the context and spirit of the show is to entertain and demonstrate that learning is the way to have the "very most" fun.	

<b>Other Matters (7 of 8)</b>		<b>Response</b>
Program Title	Beta Records (Multicast.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	SA [8:00AM-8:30AM] 10/06/12-12/29/12	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.	

<b>Other Matters (8 of 8)</b>		<b>Response</b>
Program Title	Ariel & Zoey, Eli Too (Multicast.2)	

Origination	Network
Days/Times Program Regularly Scheduled	MON-FRI [4:30PM-5:00PM] 10/01/12-12/28/12
Total times aired at regularly scheduled time	65
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.	Ariel & Zoey & Eli, Too (AZE2) is a musical variety show that is driven by three siblings that empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweety Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow.

**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>WWLP Broadcasting, LLC</b></p>

## Attachments

No Attachments.