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Children's Television Programming Report

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Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/07/2016** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2016**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	No

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
WMC LICENSE SUBSIDIARY, LLC Doing Business As: WMC LICENSE SUBSIDIARY, LLC	201 MONROE STREET RSA TOWER, 20TH FLOOR MONTGOMERY, AL 36104 United States	+1 (334) 206- 1400	rbryan@raycommedia. com	Company

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
Michael Beder , Esq . <i>Legal Counsel</i> COVINGTON & BURLING LLP	One CityCenter, 850 Tenth Street, NW WASHINGTON, DC 20001 United States	+1 (202) 662- 5138	mbeder@COV.COM	Legal Representative
ROBERT E. Thurber <i>Vice President,</i> <i>Engineering</i> Raycom Media, Inc.	RSA TOWER, 20TH FLOOR 201 MONROE STREET MONTGOMERY, AL 36104 United States	+1 (334) 206- 1409	BTHURBER@RAYCOMMEDIA. COM	Technical Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Memphis
	Web Home Page Address	www.wmctv.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	336.0
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:	6.0
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(16)

Digital Core Program (1 of 16)	Response
Program Title	Ruff Ruff Tweet & Dave; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16, 10:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ruff Ruff, Tweet, and Dave is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Ruff Ruff, Tweet & Dave
List date and time rescheduled	06/11/2016 12:00 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	ERTD123DH
Reason for Preemption	Sports

Digital Core Program (2 of 16)	Response
Program Title	Astroblast; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16, 10:30a
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	2
Number of Preemptions Rescheduled	2
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.	Astroblast is based on the book series Astroblast by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.
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	Astroblast
List date and time rescheduled	04/10/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-04-02
Episode #	ATB114
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	Astroblast
List date and time rescheduled	06/11/2016 12:30 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	EATBR123DH
Reason for Preemption	Sports

Digital Core Program (3 of 16)	Response
Program Title	The Chica Show; Channel 5.1 (Digital - WMC-TV)
Origination	Network

Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16, 11:00am
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	3
Number of Preemptions Rescheduled	3
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.	The Chica Show features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy-eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure--a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socioemotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	The Chica Show
List date and time rescheduled	04/17/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2016-04-02
Episode #	TCS101
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	The Chica Show
List date and time rescheduled	05/28/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-28
Episode #	TCS109
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	The Chica Show
List date and time rescheduled	06/12/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	ETCSR110DH
Reason for Preemption	Sports

Digital Core Program (4 of 16)	Response
Program Title	Noodle & Doodle; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 11:30am
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	7
Number of Preemptions Rescheduled	7
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.	All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	04/02/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-04-02
Episode #	NAD101
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	04/09/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-04-09
Episode #	NAD102
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	04/16/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-04-16
Episode #	NAD103
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	Noodle & Doodle
List date and time rescheduled	04/30/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-04-30
Episode #	NAD105
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	05/07/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-07
Episode #	NAD106
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	05/28/2016 09:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-28
Episode #	NAD109
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	06/12/2016 11:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	NADR110DH
Reason for Preemption	Sports

Digital Core Program (5 of 16)		Response
Program Title	Floogals; Channel 5.1 Digital - WMC-TV	
Origination	Network	
Days/Times Program Regularly Scheduled	Sun, 4/3-6/26/16, 10:00am	
Total times aired at regularly scheduled time	11	
Total times aired	13	
Number of Preemptions	2	
Number of Preemptions for other than Breaking News	2	
Number of Preemptions Rescheduled	2	
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.	Fleeker, Flo and Boomer are tiny aliens on a mission to observe and experience the new and exciting world around them, Planet Earth. As they exit their spaceship with a bump from the distant planet Floog, the Floogals are will document everything around them in the peculiar world of humans. Whilst trying to keep their presence a secret, the innately inquisitive Floogals explore the new world around them, encountering something every day that sparks their curiosity, setting in motion a research Project with adventure and excitement never far behind.	
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	Floogals
List date and time rescheduled	05/22/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-14
Episode #	FGL113
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Floogals
List date and time rescheduled	06/04/2016 12:30 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	EFGL101DH
Reason for Preemption	Sports

Digital Core Program (6 of 16)	Response
Program Title	Nina's World; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sun, 4/3-6/26/16, 10:30am
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	2
Number of Preemptions Rescheduled	2
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.	Nina's World centers around 6-year-old Nina, who lives in a vibrant, multicultural neighborhood with her Mami, Papi and Abuelita, and goes everywhere with her best friend Star. A story in celebration of a little Hispanic girl's life, her supportive and loving family, and of the individuals of a variety of cultures who make up Nina's community. Its multilingual approach will incorporate English, some Spanish and American Sign Language, and will emphasize inclusiveness, as well as the value of communicating across multiple languages and appreciating other cultures.
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	Nina's World
List date and time rescheduled	05/22/2016 11:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-14
Episode #	NNW110
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Nina's World
List date and time rescheduled	06/04/2016 01:00 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	ENNW103DH
Reason for Preemption	Sports

Digital Core Program (7 of 16)		Response
Program Title		Awesome Adventures - Channel 5.2 (Bounce)
Origination		Network
Days/Times Program Regularly Scheduled		Sat, 4/2-6/25/16 @ 9 and 10:30am
Total times aired at regularly scheduled time		26
Total times aired		26
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	AWESOME ADVENTURES is a half-hour weekly teen adventure series that is shot in high definition airing 52 weeks a year. Our host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. Awesome Adventures is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The series is designed with a goal to make learning fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 16)		Response
Program Title		Live Life and Win; Channel 5.2 (Bounce)
Origination		Network
Days/Times Program Regularly Scheduled		Sat, 4/2-6/25/16 @ 9:30am
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (9 of 16)		Response
Program Title		Animal Atlas; Channel 5.2 (Bounce -TV)
Origination		Network

Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 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	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 examinations 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 16)		Response
Program Title		Live Life and Win; Channel 5.2 (Bounce)
Origination		Network
Days/Times Program Regularly Scheduled		Sun, 4/3-6/26/16, 9:00am

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 16)		Response
Program Title		The Real Winning Edge; Channel 5.2 (Digital - Bounce TV)
Origination		Network
Days/Times Program Regularly Scheduled		Sun, 4/3-6/26/16, 9:30am
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 16)		Response
Program Title		Future Phenoms (Channel 5.3 - Grit TV)
Origination		Network

Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 9:00 & 11:30am
Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Future Phenoms is a nationally syndicated sports show about high school athletics. The show, which is hosted by legendary broadcaster Pat Summerall, takes its viewers across the country in search of the brightest young stars in sports. Future Phenoms goal is to get an off the field look at the athletes, so they are frequently shown doing things like playing golf, strumming guitars, and studying.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)		Response
Program Title	On the Spot (Channel 5.3 - Grit TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 9:30am	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled	0	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On The Spot is a series that draws engaging content from the broadly define subject areas of science, history, art, technology, geography, math, history, language, music, and sports. Culture, both American and global, is also tapped for rich visual content. The pace is fast, the content interesting and unusual, and the visuals are what is expected from television, animations, HD photography, and a mix of world-sized and microscopic points of view. Very important for entertainment and information, and often overlooked, the practice in On The Spot of citing sources for information. This not only gives the 21st century viewer a handle to check facts on a phone, it also makes the statement that citing sources is important. Because the series pulls in startling and odd facts and information, this is crucial. The episodes grab the viewer with challenges both informal and formal and timed challenges.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 16)	Response
Program Title	Living Greener; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 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	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Living Greener talks to inventors, visionaries, scientists and activists to find out where the planet is headed. Whether it is recycling cigarette butts into clothing, monitoring endangered species or creating a rooftop farm in New York City, Living Greener gives us an insight into our future way of life.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 16)	Response
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Program Title	Uncaged; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 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	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	We go right into the natural habitats of polar bears, exotic monkeys, penguins, bald eagles, and grizzly bears as we tour the globe to witness wildlife as it is meant to be Uncaged.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 16)	Response
Program Title	Ocean Mysteries (Channel 5.3 - Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 4/2-6/25/16 @ 11:00am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience.
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	Terry L. Kubicki
Address	1960 Union Avenue
City	Memphis
State	TN
Zip	38104
Telephone Number	(901) 726-0501
Email Address	tkubicki@wmctv.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.	Due to a network programming error originating at NBC, Astroblast and The Chica Show aired out of pattern on April 2, 2016. WMC aired a make-good of Astroblast on 4/10 at 11am and The Chica Show on 4/17 at 11am.

Other Matters (22)

Other Matters (1 of 22)	Response
Program Title	Ruff Ruff; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2/16 10:00 am
Total times aired at regularly scheduled time	1
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.	Ruff Ruff, Tweet, and Dave is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.

Other Matters (2 of 22)	Response
Program Title	Astroblast; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2/16, 10:30 am
Total times aired at regularly scheduled time	1
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.	Astroblast is based on the book series Astroblast by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.
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Other Matters (3 of 22)	Response
Program Title	The Chica Show; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2/16, 11:00 am
Total times aired at regularly scheduled time	1
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.	The Chica Show features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy-eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure--a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socioemotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

Other Matters (4 of 22)	Response
Program Title	Noodle & Doodle; Channel 5.1 (Digital - WMC-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2/16, 11:30 am
Total times aired at regularly scheduled time	1
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.	All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat!
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Other Matters (5 of 22)	Response
Program Title	Floogals; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sun, 7/3/16, 10:00 am
Total times aired at regularly scheduled time	1
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.	Fleeker, Flo and Boomer are pocket sized alien adventurers on a mission to observe, experience and detail the new and exciting world around them, Planet Earth. Everything is new to them as they exit their spaceship with a bump from the distant planet Floog, the Floogals are on a mission to document everything around them in the peculiar world of humans. Whilst trying to keep their presence a secret, the innately inquisitive Floogals explore the new world around them, encountering something every day that sparks their curiosity, setting in motion the day's research project with adventure and excitement never far behind.

Other Matters (6 of 22)	Response
Program Title	Nina's World; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sun, 7/3/16, 10:30 am
Total times aired at regularly scheduled time	1
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.	Nina's World centers around 6-year-old Nina, who lives in a vibrant, multicultural neighborhood with her Mami, Papi and Abuelita, and goes everywhere with her best friend Star. A story in celebration of a little Hispanic girl's life, her supportive and loving family, and of the individuals of a variety of cultures who make up Nina's community. Its multilingual approach will incorporate English, some Spanish and American Sign Language, and will emphasize inclusiveness, as well as the value of communicating across multiple languages and appreciating other cultures.

Other Matters (7 of 22)	Response
Program Title	Nina's World; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/9-9/24/16, 10:00 am
Total times aired at regularly scheduled time	12
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.	Nina's World centers around 6-year-old Nina, who lives in a vibrant, multicultural neighborhood with her Mami, Papi and Abuelita, and goes everywhere with her best friend Star," a synopsis said. "Nina's World is a celebration of a little Hispanic girl's life, her supportive and loving family, and of the individuals of a variety of cultures who make up Nina's community. Its multilingual approach will incorporate English, some Spanish and American Sign Language, and will emphasize inclusiveness, as well as the value of communicating across multiple languages and appreciating other cultures."

Other Matters (8 of 22)	Response
Program Title	Ruff Ruff, Tweet & Dave; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/9-9/24/16, 10:30 am
Total times aired at regularly scheduled time	12
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.	Ruff Ruff, Tweet, and Dave is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.

Other Matters (9 of 22)

Response

Program Title	The Chica Show; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/9-9/24/16, 11:00 am
Total times aired at regularly scheduled time	12
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 Chica Show features a five-year-old baby chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy-eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure, a fantasy transformation to animation, where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socioemotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

Other Matters (10 of 22)	Response
Program Title	Noodle & Doodle; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/9-9/24/16, 11:30 am
Total times aired at regularly scheduled time	12
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.	All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat!

Other Matters (11 of 22)	Response
Program Title	Terrific Trucks; Channel 5.1 (WMC Primary)
Origination	Network

Days/Times Program Regularly Scheduled	Sun, 7/10-9/25/16, 10:00 am
Total times aired at regularly scheduled time	12
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.	Terrific Trucks follows five live action truck friends with big personalities. Join Tork, the dump truck, Dug, the digger, Sparky, the front end loader, Stotz, the semi, and Blinker, the scooper, as they take on big jobs each day in a fun, exciting and immersive environment that showcases the trucks in a close up style. Whether they are crushing cars, digging a foundation, or tearing down a barn, important lessons will be shared as the trucks overcome obstacles on projects to get the job done, proving nothing is too tough for Terrific Trucks when they work together.

Other Matters (12 of 22)	Response
Program Title	Floogals; Channel 5.1 (WMC Primary)
Origination	Network
Days/Times Program Regularly Scheduled	Sun, 7/10-9/25/16, 10:30 am
Total times aired at regularly scheduled time	12
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.	Fleeker, Flo and Boomer are pocket-sized alien adventures on a mission to observe, experience and detail the new and exciting world around them- Planet Earth! Everything is new to them - as it was oh-so-very-recently for our audience of pint sized explorers. Arriving in their spaceship with a bump from the distant planet Floog, the Floogals are on a mission to document everything around them in the peculiar world of "hoomans". Whilst trying to keep their presence a secret, the innately inquisitive Floogals explore the new world around them, encountering something every day that sparks their curiosity, setting in motion the day's research "Project" with adventure and excitement never far behind!

Other Matters (13 of 22)	Response
Program Title	Awesome Adventures; Channel 5.2 (Bounce TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 9:00am & 10:30am

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"AWESOME ADVENTURES" is a half-hour weekly teen adventure series that is shot in high definition airing 52 weeks a year. Our host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The series is designed with a goal to make learning fun.

Other Matters (14 of 22)	Response
Program Title	Live Life and Win (Digital - Bounce TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 9:30 am
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.

Other Matters (15 of 22)	Response
Program Title	Animal Atlas; Channel 5.2 (Bounce TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 10:00 am
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 examinations 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.
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Other Matters (16 of 22)	Response
Program Title	Live Life and Win (Digital - Bounce TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sun, 7/3-9/25/16, 9:00 am
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.

Other Matters (17 of 22)	Response
Program Title	Real Winning Edge; Channel 5.2 (Bounce TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sun, 7/3-9/25/16, 9:30 am
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.	The Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges.

Other Matters (18 of 22)	Response
Program Title	Future Phenoms; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 9am & 11:30am
Total times aired at regularly scheduled time	26
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Future Phenoms is a nationally syndicated sports show about high school athletics. The show, which is hosted by legendary broadcaster Pat Summerall, takes its viewers across the country in search of the brightest young stars in sports. Future Phenoms goal is to get an "off the field" look at the athletes, so they are frequently shown doing things like playing golf, strumming guitars, and studying.
Other Matters (19 of 22)	
Program Title	On The Spot; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 9:30 am
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.	On The Spot is a series that draws engaging content from the broadly define subject areas of science, history, art, technology, geography, math, history, language, music, and sports. Culture, both American and global, is also tapped for rich visual content. The pace is fast, the content interesting and unusual, and the visuals are what is expected from television: animations, HD photography, and a mix of world-sized and microscopic points of view. Very important for entertainment and information-and often overlooked-is the practice in On The Spot of citing sources for information. This not only gives the 21st century viewer a handle to check facts on a phone, it also makes the statement that citing sources is important. Because the series pulls in startling and odd facts and information, this is crucial. The episodes grab the viewer with challenges both informal and formal (timed challenges). Writer Peter McDonnell pulls from an astonishingly wide range of content and consumes a huge number of informative bites in each episode. The warmly ironic narration of Pete Sepenuk, credited for voice-over, is a perfect foil for the fast moving visuals. Together, it all creates a program that satisfyingly informs and entertains the viewer.
Other Matters (20 of 22)	
Program Title	Living Greener; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 10:00 am
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.	Living Greener talks to inventors, visionaries, scientists and activists to find out where the planet is headed. Whether it's recycling cigarette butts into clothing, monitoring endangered species or creating a rooftop farm in New York City, Living Greener gives us an insight into our future way of life.
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Other Matters (21 of 22)	Response
Program Title	Uncaged; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 10:30 am
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.	We go right into the natural habitats of polar bears, exotic monkeys, penguins, bald eagles, and grizzly bears as we tour the globe to witness wildlife as it's meant to be Uncaged.

Other Matters (22 of 22)	Response
Program Title	Ocean Mysteries; Channel 5.3 (Grit TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sat, 7/2-9/24/16, 11:00 am
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.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience.

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>Yes</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>Tracey Rogers , Mrs. . <i>Vice President & General Manager</i></p> <p>07/07 /2016</p>

Attachments

No Attachments.