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# Children's Television Programming Report

FRN: **0015431562** | File Number: **0000015342** | Submit Date: **10/07/2016** | Call Sign: **WSWB** | Facility ID: **73374** | City: **SCRANTON** | State: **PA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/07/2016** | Filing Status: **Active**

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## Report reflects information for : Third 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**

<b>Applicant</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>	<b>Applicant Type</b>
<b>MPS MEDIA OF SCRANTON LICENSE, LLC</b> Doing Business As: MPS MEDIA OF SCRANTON LICENSE, LLC	1181 HIGHWAY 315 WILKES BARRE, PA 18702 United States	+1 (570) 970-5600	genebrownsc@gmail. com	Company

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**Contact  
Representatives  
(2)**

Contact Name	Address	Phone	Email	Contact Type
<b>LOUIS R DuTreil , Jr. .</b> <i>CONSULTING ENGINEER</i> DUTREIL LUNDIN & RACKLEY INC	201 FLETCHER AVE SARASOTA, FL 34237 United States	+1 (941) 329- 6004	BOBJR@DLR. COM	Technical Representative
<b>Frank R. Jazzo , Esq. .</b> FLETCHER, HEALD & HILDRETH, P.L.C.	1300 North 17th Street 11th Floor Arlington, VA 22209 United States	+1 (703) 812- 0400	jazzo@fhhlaw. com	Legal Representative

**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Wilkes Barre-Scranton-Hztn
	Web Home Page Address	thecwswb.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	5.5
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	504.0
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:	11.0
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(24)**

<b>Digital Core Program (1 of 24)</b>	<b>Response</b>
Program Title	CALLING DR. POL
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00am-7:30am and 7:30-8:00am
Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (2 of 24)</b>	<b>Response</b>
Program Title	DOG TOWN, USA
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am-8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	Dog town follows the stories of orphaned, unwanted, or problem dogs who find their way to Best Friends Animal Society. They are each rehabilitated by volunteers and employees for adoption or spend the rest of their lives in foster care at the Dogtown facility. Viewers learn the proper treatment of animals, volunteerism and social responsibility. Episode examples include rescuing dogs from a puppy mill, and the staff launching a new program to turn shelter dogs into search and rescue dogs. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 24)</b>	<b>Response</b>
Program Title	THE DOG WHISPERER WITH CESAR MILLAN: FAMILY EDITION
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am, 9:00am-9:30am, 9:30am-10:00am and 10:00am-10:30am
Total times aired at regularly scheduled time	52
Total times aired	52
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
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.	This program features animal behaviorist Cesar Millan who works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 24)</b>		<b>Response</b>
Program Title	SAVE OUR SHELTER	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 10:30am-11:30am	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	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.	This program focuses on the rescue of animal shelters and pets in need across America. With the help of local community members, the program helps transform rundown shelters into highly functioning pet showplaces in the hopes that a new facade will ultimately result in more adoptions and more lives saved. Children will learn about the need for pet adoption throughout the United States, providing a clean and well-equipped home is essential to a pet's healthy lifestyle, and will demonstrate the proper care of pets. This program airs on the station's main digital channel.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (5 of 24)</b>		<b>Response</b>
Program Title	HATCHED	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 11:00am-11:30am	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	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.	This program features how teens can successfully pursue their entrepreneurial dreams. Each week, a team of business leaders teaches basic but critical skills needed to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies. Hatched helps teens develop confidence and business savvy and brings young entrepreneurs to the table encouraging them to step up and seize their dreams. This program airs on the station's main digital channel.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (6 of 24)</b>		<b>Response</b>
Program Title	DREAM QUEST	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 11:30am-12:00pm	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		



Number of Preemptions Rescheduled	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.	This program is a floating classroom. The captain and crew take children on an interactive learning voyage. In each episode, children may learn about the world's oceans, marine life, ecology and careers in science. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (7 of 24) Response</b>	
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 8:00am-8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 24)</b>	<b>Response</b>
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am-8:30am & 8:30am-9:00am
Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
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.	This program encourages its viewers to use their creativity, curiosity, confidence, compassion, and enthusiasm for writing and reading and build a foundation for critical thinking and problem solving by using viewer's submissions of stories, reports on science, history or literature, persuasive writing and essays, recipes, drawings and poetry as the basis for various program segments. Segments includes: story theatre, brain games, pupil's court, food folks puppets, detective mcmystery and journal journey. Watching viewer submissions transformed by the cast promotes character development, cooperation and mutual respect of others, as well as inspiring viewers to submit their own entries which may be aired. This program airs on the station's digital channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	SAVED BY THE BELL
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00am-10:30am, 10:30-11:00am, 11:00am-11:30am & 11:30am-12:00pm
Total times aired at regularly scheduled time	52
Total times aired	52
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
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.	This program is centered around six teen friends who attend Bayside High School and explores social themes and coping strategies needed to make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for the viewers as they deal with such issues as the death of a loved one, the right to say no, the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens. This program airs on the station's digital channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (10 of 24)</b>	<b>Response</b>
Program Title	3 WIDE LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays and Sundays 8:00am-8:30am and 8:30am-9:00am (7/2/16-8/28/16)
Total times aired at regularly scheduled time	36
Total times aired	36
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
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.	This program provides an inside look at the world of NASCAR auto racing. NASCAR teams, crew members, business personnel, and drivers are featured. They share their experiences, advice, and stories with viewers to provide an in-depth look at the hard work and dedication it takes to achieve their goals. Besides learning how to overcome adversity and the importance of teamwork, the program also informs viewers about the technical aspects of racing, how racing began, information on racing as a career, and the importance of philanthropy and helping others. This program airs on the station's digital channel 3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 24)</b>	<b>Response</b>
Program Title	ORIGINS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays and Sundays 9:00-9:30am and 9:30am-10:00am
Total times aired at regularly scheduled time	52
Total times aired	52
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
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.	This program explores the origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring their own dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars & Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives. This program airs on the station's digital channel 3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (12 of 24)</b>	<b>Response</b>
Program Title	SPORTS STARS OF TOMORROW
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 12:00pm-12:30pm (7/2/16-9/11/16) and Saturdays 10:30am-11:00am (9/17/16-9/24/16)
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.	This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program airs on the station's digital channel 4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (13 of 24)</b>	<b>Response</b>
Program Title	AWESOME ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am (7/2/16-9/10/16)
Total times aired at regularly scheduled time	11
Total times aired	11
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.	Various hosts and teens travel to destinations around the world that can be both exotic and remote. This program is designed to educate inform and entertain viewers about the world around them. Each journey is a lesson in the beauty of nature earths creatures and the people who inhabit the land. The program is designed to make learning about our neighbors both human and non human and the environment fun. This program airs on the station's digital channel 4.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (14 of 24)</b>		<b>Response</b>
Program Title	REAL WINNING EDGE	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 10:30am-11:00am (7/2/16-9/10/16) and Sundays 12:00pm-1:00pm (9/18/16-9/25/16)	
Total times aired at regularly scheduled time	15	
Total times aired	15	
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.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends, and developing a sense of purpose in his/her life, all combine to help the viewer stand against influences which could hurt him/her or others. This program airs on the station's digital channel 4.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (15 of 24)</b>		<b>Response</b>
Program Title	LIVE LIFE AND WIN	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays 10:00am-10:30am (7/3/16-9/11/16) and Saturdays 10:00am-10:30am (9/17/16-9/24/16)	

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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 goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program airs on the station's digital channel 4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (16 of 24)</b>	<b>Response</b>
Program Title	ANIMAL RESCUE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00am-10:30am (7/2/16-9/10/16) and Sundays 11:30am-12:00pm (9/18/16-9/25/16)
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.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. This program airs on the station's digital channel 4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (17 of 24)</b>		<b>Response</b>
Program Title	DOG TALES	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays 11:30am-12:00pm (7/3/16-9/11/16) and Sundays 11:00am-11:30am (9/18/16-9/25/16)	
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.	Each episode of Dog Tales profiles a breed of dog; its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs' needs, health, nutrition requirements, safety, and care. This program airs on the station's digital channel 4.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (18 of 24)</b>		<b>Response</b>
Program Title	ANIMAL RESCUE	

Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:30am-11:00am (7/3/16-9/11/16)
Total times aired at regularly scheduled time	11
Total times aired	11
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.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. This program airs on the station's digital channel 4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core  
Program (19 of 24) Response**

Program Title	MISSING
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00am-10:30am (9/18/16-9/25/16)
Total times aired at regularly scheduled time	2
Total times aired	2
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.	This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. This program airs on the station's digital channel 4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (20 of 24)</b>	<b>Response</b>
Program Title	AMERICAS HEARTLAND
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:30am-11:00am (9/17/16-9/25/16)
Total times aired at regularly scheduled time	2
Total times aired	2
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.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program airs on the station's digital channel 4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (21 of 24)</b>	
	<b>Response</b>
Program Title	GET WILD AT THE SAN DIEGO ZOO
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am-8:30am (9/3/16-9/24/16)
Total times aired at regularly scheduled time	4
Total times aired	4
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.	This program is based at the world famous San Diego Zoo and features notable animal experts teaching children the living habits and unique behaviors of wild animals. Episode examples include: learning how experts studying adult orangutans learn how they raise their young; and explains the Panda's living patterns. This program airs on the station's digital channel 3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (22 of 24)</b>	
	<b>Response</b>
Program Title	WILD WORLD AT THE SAN DIEGO ZOO
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am (9/3/16-9/24/16)
Total times aired at regularly scheduled time	4
Total times aired	4
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.	This program is based at the world famous San Diego Zoo and focuses on showing how zoo enrichment programs help animals initiate natural behavior. This program teaches children about animal behavior and the importance of providing an enriching environment for animals in our care. This program airs on the stations digital channel 3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (23 of 24)**

**Response**

Program Title	THINK BIG
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:00am-8:30am (9/4/16-9/25/16)
Total times aired at regularly scheduled time	4
Total times aired	4
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.	Think Big is a kid-hosted entertaining series for young people that follow the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, and sketch and design their idea. Once completed, the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. This program airs on the station's digital channel 3.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (24 of 24)</b>	<b>Response</b>
Program Title	DRAGONFLY
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:30am-9:00am (9/4/16-9/25/16)
Total times aired at regularly scheduled time	4
Total times aired	4
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.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program airs on the stations digital channel 3.

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	Linda Greenwald
Address	1181 Highway 315
City	Wilkes-Barre
State	PA
Zip	18702
Telephone Number	(570) 970-5615
Email Address	lgreenwald@sbgvtv.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.	WSWB IS THE MEDIA SPONSOR FOR VILLA CAPRI CRUISERS, A LOCAL CAR ORGANIZATION THAT RAISES MONEY FOR CHILDREN'S CHARITIES. WSWB IS ALSO A MEDIA SPONSOR FOR S.A.F.E. AUTISM GROUP AS WELL AS A PARTNER WITH THE NORTHEASTERN PENNSYLVANIA RONALD MCDONALD HOUSE.

**Other Matters (19)**

<b>Other Matters (1 of 19)</b>	<b>Response</b>
Program Title	CALLING DR. POL
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00am-7:30am & 7:30-8:00am
Total times aired at regularly scheduled time	28
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program will air on the station's main digital channel.

<b>Other Matters (2 of 19)</b>	<b>Response</b>
Program Title	RESCUE ME WITH DR. LISA
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is about a veterinarian's mission to match orphaned pets with new owners and new homes. Episode examples include finding a dog for a mother and her two young daughters; and, overcoming the challenge of finding a dog for a family who doesn't know what they want. Children will learn about the importance of the rescue and adoption of animals, and what it takes to be a responsible pet owner. This program will air on the station's main digital channel.

<b>Other Matters (3 of 19)</b>	<b>Response</b>
Program Title	DOG WHISPERER WITH CESAR MILLAN: FAMILY EDITION
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am, 9:00am-9:30am & 9:30am-10:00am
Total times aired at regularly scheduled time	42

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features animal behaviorist Cesar Millan who works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program will air on the station's main digital channel.

<b>Other Matters (4 of 19)</b>	
	<b>Response</b>
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 8:00am-8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program has interviews with friends, family and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz and an instructional message from the National Center for Missing and Exploited Children. This program will air on the station's main digital channel.

<b>Other Matters (5 of 19)</b>	
	<b>Response</b>
Program Title	MYSTERY HUNTERS
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00am-10:30am & 10:30am-11:00am
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.	In this program, viewers are taken on a journey around the globe to investigate the mysteries that have baffled people throughout the ages. Through critical observation, analytical thinking and scientific testing, this series encourages the viewer to question the world around him/her. Armed with video cameras and their instincts, the hosts gather facts and meet the experts debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena. This program aired on the station's digital channel 2.
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**Other Matters (6 of 19)**

**Response**

Program Title	BEAKMANS WORLD
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Origination	Network
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Days/Times Program Regularly Scheduled	Sundays 8:00am-8:30am & 8:30am-9:00am
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Total times aired at regularly scheduled time	26
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program centers around Beakman, who takes viewers on exciting journeys of discovery while performing experiments that demonstrate how nature, science and the world works. Some of these experiments include learning why the sky is blue or how cat's purr. Beackman is joined in his electric laboratory by a handful of denizens who help with, and sometimes hinder, his eye-popping experiments. The principles taught in teh show are connected to daily life in meaningful and revealing ways. This program will air on the stations digital channel 2.
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**Other Matters (7 of 19)**

**Response**

Program Title	BILL NYE THE SCIENCE GUY
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Origination	Network
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Days/Times Program Regularly Scheduled	Sundays, 9:00am-9:30am and 9:30am-10:00am
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Total times aired at regularly scheduled time	26
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program teaches scientific concepts. Some episode examples include the difference between human and animal communication, the human brain, mammals, rivers and streams, computers and nutrition. The program includes experiments children can do at home that reinforce concepts taught on the program. This program will air on the station's digital channel 2.
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**Other Matters (8 of 19)**

**Response**

Program Title	ORIGINS
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays and Sundays, 9:00am-9:30am & 9:30am-10:00am
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores the origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature, and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars & Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives. This program will air on the station's digital channel 3.

<b>Other Matters (9 of 19)</b>	<b>Response</b>
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Program Title	SPORTS STARS OF TOMORROW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30am-11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program will air on the station's digital channel 4.

<b>Other Matters (10 of 19)</b>	<b>Response</b>
Program Title	LIVE LIFE AND WIN
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00am-10:30am
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 goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the station's digital channel 4.

<b>Other Matters (11 of 19)</b>	<b>Response</b>
Program Title	REAL WINNING EDGE
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 12:00pm-12:30pm and 12:30pm-1:00pm
Total times aired at regularly scheduled time	28
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends, and developing a sense of purpose in his/her life, all combine to help the viewer stand against influences which could hurt him/her or others. This program will air on the station's digital channel 4.

<b>Other Matters (12 of 19)</b>	<b>Response</b>
Program Title	MISSING
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00am-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins

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Age of Target 13 years to 16 years  
Child Audience  
from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. This program will air on the station's digital channel 4.

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**Other Matters (13 of 19)**

**Response**

Program Title AMERICA'S HEARTLAND

Origination Network

Days/Times Program Regularly Scheduled Sundays 10:30am-11:00am

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. Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program will air on the station's digital channel 4.

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**Other Matters (14 of 19)**

**Response**

Program Title DOG TALES

Origination Network

Days/Times Program Regularly Scheduled Sundays 11:00am-11:30am

Total times aired at regularly scheduled time 13

Length of Program 30 mins

Age of Target Child Audience from 13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of Dog Tales profiles a breed of dog; its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs' needs, health, nutrition requirements, safety, and care. This program will air on the station's digital channel 4.
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**Other Matters (15 of 19)**

**Response**

Program Title	ANIMAL RESCUE
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:30am-12:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. This program will air on the station's digital channel 4.
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**Other Matters (16 of 19)**

**Response**

Program Title	GET WILD AT THE SAN DIEGO ZOO
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am-8:30am (9/3/16-9/24/16)
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based at the world famous San Diego Zoo and features notable animal experts teaching children the living habits and unique behaviors of wild animals. Episode examples include: learning how experts studying adult orangutans learn how they raise their young; and explains the Panda's living patterns. This program will air on the station's digital channel 3.
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**Other Matters (17 of 19)**

**Response**

Program Title	WILD WORLD AT THE SAN DIEGO ZOO
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am

Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based at the world famous San Diego Zoo and focuses on showing how zoo enrichment programs help animals initiate natural behavior. This program teaches children about animal behavior and the importance of providing an enriching environment for animals in our care. This program will air on the stations digital channel 3.

<b>Other Matters (18 of 19)</b>	
	<b>Response</b>
Program Title	THINK BIG
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am-8:30am
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.	Think Big is a kid-hosted entertaining series for young people that follow the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, and sketch and design their idea. Once completed, the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. This program will air on the station's digital channel 3.

<b>Other Matters (19 of 19)</b>	
	<b>Response</b>
Program Title	DRAGONFLY
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:30am-9:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins

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Age of Target 13 years to 16 years  
Child Audience  
from

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the stations digital channel 3.

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**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>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><b>Eugene Brown</b> <i>Sole Member</i></p> <p>10/07 /2016</p>

## Attachments

No Attachments.