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Children's Television Programming Report

FRN: **0005019781** | File Number: **0000019611** | Submit Date: **01/05/2017** | Call Sign: **WLFL** | Facility ID: **73205** | City: **RALEIGH** | State: **NC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/05/2017** | Filing Status: **Active**

Report reflects information for : Fourth 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
WFLA LICENSEE, LLC Doing Business As: WFLA LICENSEE, LLC	C/O MILES S. MASON, ESQ. - PILLSBURY WINTHROP 1200 SEVENTEENTH STREET, NW WASHINGTON, DC 20036 United States	+1 (202) 663-8195	MILES. MASON@PILLSBURYLAW. COM	Company

**Contact
Representatives
(1)**

Contact Name	Address	Phone	Email	Contact Type
MILES S. MASON , ESQ . <i>FCC Counsel</i> PILLSBURY WINTHROP SHAW PITTMAN LLP	1200 Seventeenth Street, NW WASHINGTON, DC 20036 United States	+1 (202) 663-8195	miles. mason@PILLSBURYLAW. COM	Legal Representative

**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Raleigh-Durham (Fayetteville)
	Web Home Page Address	www.raleighcw.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	3.5
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	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.5
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(11)

Digital Core Program (1 of 11)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7am and 7:30am(10/1/2016-12/31/16)
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 11)	Response
Program Title	Rescue Me with Dr. Lisa
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8am-8:30am(10/1/16-12/31/16)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 what it takes to be a responsible pet owner. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 11)		Response
Program Title	Dog Whisperer wit Cesar Millan: Family Edition	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9am, 9am-9:30am, 9:30am-10am(10/1/16-12/31/16)	
Total times aired at regularly scheduled time	42	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In this program, animal behaviorist Cesar Millan 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 aired on the main digital stream.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 11)	
	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 12pm-12:30pm(10/2/16-12/25/16)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features weekly educational features, such as "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens: reports about healthy eating, driving tips for new drivers, and internet predators. The program has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen-appropriate manner. The program stimulates the viewer's curiosity, develops learning, cognitive, listening and thinking skills, and serves as an enhancement to the viewer's academic and educational experience. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 11)		Response
Program Title	Live Life and Win	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 10am-10:30am(10/1/16)	
Total times aired at regularly scheduled time	1	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The 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 aired on the secondary digital stream WLFL 22.2.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (6 of 11)		Response
Program Title	Sports Stars of Tomorrow	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 10:30am-11am(10/1/16-12/31/16)),	
Total times aired at regularly scheduled time	14	
Total times aired		
Number of Preemptions	0	

Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the secondary digital stream WLFL 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 11) Response	
Program Title	Missing
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10am-10:30am(10/2/16), Mondays 10am-10:30am(10/3/16-12/26/16)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the secondary digital stream WLFL 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 11)	Response
Program Title	America's Heartland
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:30am-11am(10/2/16), Tuesdays 10am-10:30am(10/4/16-12/27/16)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the secondary digital stream WFLA 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
Program Title	Dog Tales
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 11am-11:30am(10/2/16), Wednesdays 10am-10:30am(10/5/16-12/28/16)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the secondary digital stream WFLA 22.2.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (10 of 11)	Response
Program Title	Animal Rescue
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 11:30am-12pm(10/2/16), Thursday 10am-10:30am(10/6/16-12/29/16)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the secondary digital stream WLFL 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 11)	Response
Program Title	The Real Winning Edge
Origination	Network

Days/Times Program Regularly Scheduled	Sunday 12pm-12:30pm and 12:30pm-1pm(10/2/16), Friday 10am-10:30am(10/7/16-12/30/16), Saturdays 10am-10:30am(10/8/16-12/31/16)
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 aired on the secondary digital stream WLFL 22.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core
Educational and
Informational
Programming (0)**

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Scott Bradsher
Address	3012 Highwoods Blvd., Suite 101
City	Raleigh
State	NC
Zip	27604
Telephone Number	(919) 877-8091
Email Address	sbradsher@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.	WLFL aired approximately 3 hours of Public Service announcements geared towards children in this quarter. Examples: crime prevention, Health, Fitness, preventing forest fire, Earth Share, reading, teaching kids good behavior, and education. WLFL-TV also conducted several group tours of the station throughout the 1st quarter to youth groups, cub scouts, and school groups.

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7am, 7:30am
Total times aired at regularly scheduled time	24
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 main digital stream.

Other Matters (2 of 9)	Response
Program Title	Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8am, 8:30am, 9am, 9:30am
Total times aired at regularly scheduled time	48
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, animal behaviorist Cesar Millan 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 main digital stream.

Other Matters (3 of 9)	Response
Program Title	Teen Kids News
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 12pm

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 weekly educational features, such as "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens: reports about healthy eating, driving tips for new drivers, and internet predators. The program has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen-appropriate manner. The program stimulates the viewer's curiosity, develops learning, cognitive, listening and thinking skills, and serves as an enhancement to the viewer's academic and educational experience. This program will air on the main digital stream.

Other Matters (4 of 9)	
	Response
Program Title	Missing
Origination	Network
Days/Times Program Regularly Scheduled	Mondays 10am
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 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 secondary digital stream, WLFL channel 22.2.

Other Matters (5 of 9)	
	Response
Program Title	America's Heartland
Origination	Network
Days/Times Program Regularly Scheduled	Tuesdays 10am

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 secondary digital stream, WLFL channel 22.2.

Other Matters (6 of 9)	Response
Program Title	Dog Tales
Origination	Network
Days/Times Program Regularly Scheduled	Wednesdays 10am
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.	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 secondary digital stream, WLFL channel 22.2.

Other Matters (7 of 9)	Response
Program Title	Animal Rescue
Origination	Network
Days/Times Program Regularly Scheduled	Thursdays 10am
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 secondary digital stream, WFLA channel 22.2.

Other Matters (8 of 9)

Response

Program Title The Real Winning Edge

Origination Network

Days/Times Fridays and Saturdays 10am
Program Regularly Scheduled

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.

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 secondary digital stream, WFLA channel 22.2.

Other Matters (9 of 9)

Response

Program Title Sports Stars of Tomorrow

Origination Network

Days/Times Saturday 10:30am
Program Regularly Scheduled

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 secondary digital stream, WLFL channel 22.2.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
I certify that this application includes all required and relevant attachments.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	<p>Edwin S Bradsher <i>Programming Coordinator</i></p> <p>01/05/2017</p>

Attachments

No Attachments.