



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0006770051** | File Number: **CPR-118972** | Submit Date: **04/07/2011** | Call Sign: **WUXP-TV** | Facility ID: **9971** |  
City: **NASHVILLE** | State: **TN**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/07/2011** | Filing Status: **Active**

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## Report reflects information for : First Quarter of 2011

### General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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**Contact  
Representatives  
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	MYTV
	Nielsen DMA	Nashville
	Web Home Page Address	WWW.MYTV30WEB.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	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

**Digital Core Programs(9)**

Digital Core Program (1 of 9)	Response
Program Title	NOONBRY & THE SUPER 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY-TUESDAY @ 7:00AM (01/03/11-03/29/11)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The general educational goal and discrete educational objectives are fully integrated with the story lines, characters and settings dealt with in Noonbory and the Super 7. By focusing on the playful adventures of a group of supernatural super inquisitive sprites, the series provides the young viewing audience with a non threatening and relatable arena from which to observe and learn from the actions of others. Learning is engaging, natural, and part of the overall fun of the series. Program aired on Digital Channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	WIMZIE'S HOUSE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY-THURSDAY @ 7:00AM (01/05/11-03/31/2011)
Total times aired at regularly scheduled time	26
Total times aired	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother s house along with her brother and other friends. The series characters are just familiar enough for the viewers to identify with but different enough to to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe tapping sing along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. Program aired on Digital Channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 9)</b>	<b>Response</b>
Program Title	THE NEW ADVENTURESS OF MADELINE
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAYS @ 7:00AM (01/07/11-03/25/11)
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series is based on the classic books by Ludwig Bemelman. Each episode follows the everyday and imaginative adventures of a little French girl Madeline, and her friends. Madeline is clever free spirited little girl who seems always to rise to the occasion when adversity arises. She discovers happiness comes from having caring friends and a giving attitude she learns to treasure culture differences, bring balance to her life, the importance of obeying rules and accepting responsibility, discovers the benefits of cooperation, exercise moderation in all things, shows viewers how hurtful exclusion can be and demonstrates the importance of team effort. The educational objective of this program is to portray and reflect these valuable social learning experiences for children in the early and middle periods of childhood. Program aired on Digital Channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 9)		Response
Program Title		M@D ABOUT
Origination		Syndicated
Days/Times Program Regularly Scheduled		SATURDAYS @ 7:30AM (01/01/11-03/26/11)
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program explores in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About explores being green and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Program aired on Digital Channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (5 of 9)</b>	<b>Response</b>
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30AM (01/01/11-03/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from. Where do babies come from. How do animals relate to one another. How does ecology work. What is the relationship between life and death humans and nature? Program aired on Digital Channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 9)</b>	<b>Response</b>
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Program Title	BETA RECORDS TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:00AM (01/01/11-03/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA Records TV is a weekly half hour music centric show that follows a magazine format with segments ranging from major & indie artist interviews and unplugged performances in BETAs studios, Electro Ross Blomgren's tutorials and how tos, producer & music executive tips, Internet heroes, The Vault legendary artists, and music as it pertains to fashion and pop culture. Program aired on Digital Channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (7 of 9)**

**Response**

Program Title	REAL LIFE 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:30AM (01/01/11-03/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three Hour Rule found that Real Life 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nations quality educational distributors. Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three Hour Rule found that Real Life 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. Program aired on Digital Channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 9)</b>	<b>Response</b>
Program Title	ULTIMATE CHOICE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 8:00AM & 8:30AM (01/01/11-03/26/11)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ultimate Choice Florida and Ultimate Choice Real Girls provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In Ultimate Choice Florida each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While Ultimate Choice Real Girls finds five diverse young women who are invited to join a revolution a revolution to live a dramatically different life than dictated by the pop culture. These real girls are brought to an incredible house on the water and introduced to their new weekly routine...time with their new mentors the shows hosts Courtenay and Shennette. Each of the episodes within these series brought them face to face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include Drugs Compromise Resolving Conflict Teamwork Fear and Self Control. Program aired on Digital Channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (9 of 9)</b>	<b>Response</b>
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 9:00AM & 9:30AM (01/01/11-03/26/11)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Teen Kids News is a national half hour weekly program that is informative, educational and entertaining. The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever. Teen Kids News TKN highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show who are, of course, all kids report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers. Program aired on Digital Channel 2.</p>
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	ERIC DAHL
Address	631 MAINSTREAM DRIVE
City	NASHVILLE
State	TN
Zip	37228
Telephone Number	615-369-5543
Email Address	edahl@sbgnet.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	During 1st Quarter WUXP/MYTV30 either participated or hosted the following community related events: WUXP/MYTV30 is proud to adopt Bordeaux Elementary as their Pencil Partner, The Pencil Foundation is a non-profit organization that maintains strong ties with both the Private Sector and Metropolitan Nashville Public Schools. Pencil works in collaboration with Nashville public school system to administer the following eight programs: Pencil Partners, Math Partners, Reading Partners, Caterpillar Student Writers Showcase, Jobs for Tennessee Graduates, Saint Thomas Science Scholars, Frist Foundation Educator Awards, Job Skills Training, and Employment Program.

**Other Matters (9)**

<b>Other Matters (1 of 9)</b>	<b>Response</b>
Program Title	NOONBRY & THE SUPER 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY-TUESDAY @ @7:00AM (04/04/11-06/28/11)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The general educational goal and discrete educational objectives are fully integrated with the story lines, characters and settings dealt with in Noonbory and the Super 7. By focusing on the playful adventures of a group of supernatural super inquisitive sprites, the series provides the young viewing audience with a non-threatening and relatable arena from which to observe and learn from the actions of others. Learning is engaging, natural, and part of the overall fun of the series. Program will air on Digital Channel 1.

<b>Other Matters (2 of 9)</b>	<b>Response</b>
Program Title	WIMZE'S HOUSE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY-THURSDAY @ 7:00AM (04/06/11-06/30/11)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmothers house along with her brother and other friends. The series characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe tapping sing along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. Program will air on Digital Channel 1.

<b>Other Matters (3 of 9)</b>	<b>Response</b>
Program Title	THE NEW ADVENTURES OF MADELINE
Origination	Syndicated



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Days/Times FRIDAYS @ 7:00AM (04/01/11-06/24/11)  
Program  
Regularly  
Scheduled

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Total times 13  
aired at  
regularly  
scheduled  
time

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Length of 30 mins  
Program

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Age of 5 years to 7 years  
Target 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 animated series is based on the classic books by Ludwig Bemelman. Each episode follows the everyday and imaginative adventures of a little French girl Madeline, and her friends. Madeline is clever free spirited little girl who seems always to rise to the occasion when adversity arises. She discovers happiness comes from having caring friends and a giving attitude, she learns to treasure culture differences, bring balance to her life, the importance of obeying rules and accepting responsibility, discovers the benefits of cooperation, exercise moderation in all things, shows viewers how hurtful exclusion can be and demonstrates the importance of team effort. The educational objective of this program is to portray and reflect these valuable social learning experiences for children in the early and middle periods of childhood. Program will air on Digital Channel 1.

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**Other Matters (4 of 9)**

**Response**

Program Title M@D ABOUT

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Origination Syndicated

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Days/Times SATURDAYS @ 7:30AM (04/02/11-06/25/11)  
Program Regularly  
Scheduled

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Total times aired at 13  
regularly scheduled  
time

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Length of Program 30 mins

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Age of Target Child 13 years to 16 years  
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 educational program explores in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About explores being green and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Program will air on Digital Channel 1.

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**Other Matters (5 of 9)**

**Response**

Program Title WILD AMERICA

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Origination Syndicated

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Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30AM (04/02/11-06/25/11)
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from. Where do babies come from. How do animals relate to one another. How does ecology work. What is the relationship between life and death humans and nature. Program will air on Digital Channel 1.

Other Matters (6 of 9)	Response
Program Title	BETA RECORDS TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:00AM (04/02/11-06/25/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA Records TV is a weekly half hour music centric show that follows a magazine format with segments ranging from major & indie artist interviews and unplugged performances in BETAs studios, Electro Ross Blomgrens tutorials and how to s, producer & music executive tips, Internet heroes, The Vault legendary artists, and music as it pertains to fashion and pop culture. Program will air on Digital Channel 2.

Other Matters (7 of 9)	Response
Program Title	REAL LIFE 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:30AM (04/02/11-06/25/11)
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three Hour Rule found that Real Life 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. Program will air on Digital Channel 2.
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**Other Matters (8 of 9)**

**Response**

Program Title	ULTIMATE CHOICE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SATURDAYS @ 8:00AM & 8:30AM (04/02/11-06/25/11)
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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.	Ultimate Choice Florida and Ultimate Choice Real Girls provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In Ultimate Choice Florida each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While Ultimate Choice Real Girls finds five diverse young women who are invited to join a revolution a revolution to live a dramatically different life than dictated by the pop culture. These real girls are brought to an incredible house on the water and introduced to their new weekly routine time with their new mentors the shows hosts Courtenay and Shennette. Each of the episodes within these series brought them face to face with challenges that have lifelong implications, they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs, Compromise, Resolving Conflict, Teamwork, Fear, and Self Control. Program will air on Digital Channel 2.
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**Other Matters (9 of 9)**

**Response**

Program Title	TEEN KIDS NEWS
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SATURDAYS @ 9:00AM & 9:30AM (04/02/11-06/25/11)
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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.	Teen Kids News is a national half hour weekly program that is informative, educational and entertaining. The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever. Teen Kids News TKN highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show who are, of course, all kids report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers. Program will air on Digital Channel 2.

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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>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>WUXP LICENSEE, LLC</b></p>

## Attachments

No Attachments.