



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006770051** | File Number: **CPR-132076** | Submit Date: **07/09/2012** | 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:
07/09/2012 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2012**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	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	DOG TALES	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	MONDAYS @ 7:00AM (04/02/2012-06/25/2012)	
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 program provides useful information on all kinds of dogs and the people who love them. The program also instructs young viewers on the proper care of pets and provides safety, health and training tips that are useful for all kinds of dogs. In addition to showcasing skilled and compassionate individuals helping dogs and dogs assisting people, the program emphasizes responsible pet ownership, compassion for all living creatures and promotes strong personal and community values, all in a manner that is as entertaining as it is informative. This program aired on the main digital stream, 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	LIVE LIFE & WIN	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	TUESDAYS @ 7:00AM (04/03/2012-06/26/2012)	
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.	A half hour series with a goal to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise and nutrition and health & wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program aired on the main digital stream, channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9) Response	
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAYS @ 7:00AM (04/04/2012-06/27/2012)
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 educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life threatening circumstances. A moral dilemma segment will be featured in each show in an effort to help teens to make the right decision at the right moment. This program aired on the main digital stream, 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	ON THE SPOT
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAYS @ 7:00AM (04/05/2012-06/28/2012)
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.	On The Spot is a series tapping knowledge across a series of subject area such as geography, art, technology, science, math, history, language, music, sports and general cultural knowledge. This program accomplishes this by asking random questions to individuals who are either of school age or adults past the age of high school graduation. The program taps into fact retrieval in the curriculum, expands the information beyond fact retrieval, and addresses non cognitive factors for student success. This program aired on the main digital stream, channel 1.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 9)	Response
Program Title	ELIZABETH STANTON'S GREAT BIG WORLD
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAYS @ 7:00AM (04/06/2012-06/29/2012)
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 program addresses areas of particular concern to young teens; including global, social, educational, and wellness issues. This program combines exciting, fun, and diverse experiences of world exploration with life changing volunteer opportunities. Various age appropriate global issues are introduced to the viewing audience through in depth and thoughtful interviews. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program aired on the main digital stream, channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 9)	Response
Program Title	M@D ABOUT

Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:30AM (04/07/2012-06/30/2012)
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. This program aired on the main digital stream, channel 1.
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		WILD AMERICA
Origination		Syndicated
Days/Times Program Regularly Scheduled		SATURDAYS @ 10:30AM (04/07/2012-06/30/2012)
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. This program aired on the main digital stream, channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 9)		Response
Program Title		ARIEL & ZOEY, ELI TOO
Origination		Syndicated
Days/Times Program Regularly Scheduled		MONDAY-FRIDAY @ 4:30PM (04/02/2012-06/29/2012)
Total times aired at regularly scheduled time		65
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program aired on the secondary digital stream, channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9) Response	
Program Title	BETA RECORDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:00AM (04/07/2012-06/30/2012)
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 with a magazine format that has segments featuring major & indie artist interviews and unplugged performances in BETAs studios. Also featured are Electro Ross Blomgrens tutorials and how tos, producer & music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Throuth this program viewers learn the ins and outs of the music business and the influence music has on our culture. This program aired on the secondary digital stream, channel 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	ERIC DAHL
Address	631 MAINSTREAM DRIVE
City	NASHIVLLE
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 2nd 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)

Other Matters (1 of 9)	Response
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAYS @ 7:00AM (07/02/2012-09/24/2012)
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 provides useful information on all kinds of dogs and the people who love them. The program also instructs young viewers on the proper care of pets and provides safety, health and training tips that are useful for all kinds of dogs. In addition to showcasing skilled and compassionate individuals helping dogs and dogs assisting people, the program emphasizes responsible pet ownership, compassion for all living creatures and promotes strong personal and community values, all in a manner that is as entertaining as it is informative. This program will air on the main digital stream, channel 1.

Other Matters (2 of 9)	Response
Program Title	LIVE LIFE & WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAYS @ 7:00AM (07/03/2012-09/25/2012)
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 program is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school & sports, exercise & nutrition and health & wellness. The program series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream, channel 1.

Other Matters (3 of 9)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAYS @ 7:00AM (07/04/2012-09/26/2012)

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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Other Matters (4 of 9)	
	Response
Program Title	ON THE SPOT
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAYS @ 7:00AM (07/05/2012-09/27/2012)
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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Other Matters (5 of 9)	
	Response
Program Title	ELIZABETH STANTON'S GREAT BIG WORLD
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAYS @ 7:00AM (07/06/2012-09/28/2012)
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 addresses areas of particular concern to young teens; including global, social, educational, and wellness issues. This program combines exciting, fun, and diverse experiences of world exploration with life changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in depth and thoughtful interviews. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program will air on the main digital stream, channel 1.
Other Matters (6 of 9)	
Program Title	M@D ABOUT
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 7:30AM (07/07/2012-09/29/2012)
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Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (7 of 9)	
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30AM (07/07/2012-09/29/2012)
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. This program will air on the main digital stream, channel 1.

Other Matters (8 of 9)		Response
Program Title		ARIEL & ZOEY, ELI TOO
Origination		Syndicated
Days/Times Program Regularly Scheduled		MONDAY-FRIDAY @ 4:30PM (07/02/2012-09/09/28/2012)
Total times aired at regularly scheduled time		65
Length of Program		30 mins
Age of Target Child Audience from		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the secondary digital stream, channel 2.

Other Matters (9 of 9)		Response
Program Title		BETA RECORDS
Origination		Syndicated
Days/Times Program Regularly Scheduled		SATURDAYS @ 7:00AM (07/07/12-09/29/12)
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		BETA RECORDS TV is a weekly half hour music centric show with a magazine format that has segments featuring major & indie artist interviews and unplugged performances in BETAs studios. Also featured are Electro Ross Blomgren's tutorials and how tos, producer & music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Throuth this program viewers learn the ins and outs of the music business and the influence music has on our culture.This program will air on the secondary digital stream, channel 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>	
<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>WUXP LICENSEE, LLC</p>

Attachments

No Attachments.