



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0028358455** | File Number: **CPR-121281** | Submit Date: **07/06/2011** | Call Sign: **WQAD-TV** | Facility ID: **73319** |

City: **MOLINE** | State: **IL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

07/06/2011 | Filing Status: **Active**

Report reflects information for : **Second 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	ABC
	Nielsen DMA	Davenport-Rock I-Moline
	Web Home Page Address	

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	336.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	6.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(17)

Digital Core Program (1 of 17)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8-8:30 AM CT
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	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, a youth who is heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 17)	Response
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
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	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 17)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT
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	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 17)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
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	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 17)	Response
Program Title	Hannah Montana
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10-10:30 AM CT
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	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Miley Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 17)	Response
Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
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	1
Length of Program	30 mins
Age of Target Child Audience	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Those episodes of "The Suite Life of Zack and Cody" that air on ABC as Core Programming deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school, due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 17)		Response
Program Title		Pet.TV (Channel 8.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 1030am CT
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 delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advise emphasized by guests instill a grounded balance of priorities, commitment and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (8 of 17)		Response
Program Title		Eco Company (Channel 8.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 10am
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 explores all aspects of being green and understanding how we impact the world. The E-Co Team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each the show will also provide practical tips that teens, and people of all ages can use in their daily lives.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (9 of 17)	Response
Program Title	Critter Gitters (Channel 8.2) Antenna TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10a & 1030a CT
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA.

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 17)	Response
Program Title	Curiosity Quest (Channel 8.2) Antenna TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11a & 1130am CT
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 17)	Response
Program Title	Mustard Pancakes (Channel 8.2) Antenna TV

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9a & 930am
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.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 17)		Response
Program Title		9th Period (Channel 8.3)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Mondays 7am
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.	9th Period is a weekly hal-hour drama series,which teaches positive consequences of thought and action when combined with friendship's effective influences. This series features three top-notch students working during the school day to make the grade. However, come 9th period, the textbooks are gone, and the three kids team together to use the observation an deductive reasoning skills they've developed in class in order to solve the town's mysteries and crimes. Viewers will be engrossed in 9th Period as they use their own cognitive skills to solve the mysteries along with Peyton, Connor and Meg. Every episode includes a moral lesson and also integrates interesting science facts and other classroom knowledge.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 17)	Response
Program Title	Animal Atlas (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7am CT
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 is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. As the Nature of animals is explored, the content and clarity create a program of exceptional educational value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 17)	Response
Program Title	Wild America (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7am CT
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.	Wild America is a series, hosted by renowned naturalist photographer, Mary Stouffer, which focuses on the wild animals and wild lands of North America in an entertaining and educational manner.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 17)	Response
Program Title	Dragonfly TV (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7am CT
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.	Dragonfly TV is a weekly half hour science television series that meets the educational and informational needs of children ages 13-16. This program highlights children "Doing" projects with real hands-on experience and demonstrates practical applications of mathematics and science. 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. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 17)		Response
Program Title		Swap TV (Channel 8.3)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fridays 7am CT
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 series is about two teenagers from different backgrounds "swapping" lives for a weekend. Young viewers are exposed to the special interest of the "swapping" youngsters and what adjustments they make to a difference life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (17 of 17)	Response
Program Title	Missing (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am CT
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.	Provides safety tips and areal life stories using various resources to help find missing people. This series carries an important message for young people in regard to being aware of their surroundings and cautions when dealing with strangers. The tips and how to act in dangerous circumstances are also important.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)	Response
Program Title	Exploration with Jarod Miller (Channel 8.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays 6am CT
Total times aired at regularly scheduled time:	13
Number of Preemptions	-1
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 week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animals heroes - there's always something amazing happening.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 3)	Response
Program Title	Jack Hanna Animal Adventures (Channel 8.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays 630am
Total times aired at regularly scheduled time:	13
Number of Preemptions	-1
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.	Jack Hanna spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes, each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values with an environmentally sponisible universe.

Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 3)	Response
Program Title	Heroes Among Us (Channel 8.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays 12pm
Total times aired at regularly scheduled time:	13
Number of Preemptions	-1
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.	HEROES AMONG US is a real life series featuring inspiring true stories of herosim from individuals in the everyday world. These are individuals from every aspect of society and could be people who have overcome overwhelming odds to survive, someone who has rescued other people from danger, or a philanthropist who has created a new charity. Each episode features positive values about community, social responsibility and the need for charity to fellow humans. It features how people of all ages, including young children can contribute to giving back to society. The program also illustrates proper safety procedues for a variety of emergencies and how one can both prevent and resuce oneself and oather from dangerous situations.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes
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Date and Time Aired:

Questions	Response
Date Time	

**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	Joanne Brown
Address	3003 Park 16th Street
City	Moline
State	IL
Zip	61265
Telephone Number	309-736-3263
Email Address	joanne.brown@wqad.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.	<p>2nd Quarter Educational and Community Efforts WQAD was a sponsor of the following events... April 17, 2011 Children's Therapy Center Telethon WQAD was the host on this Sunday from 11a-5pm. We had our on air staff take donations from the public and the money raised during this telethon will help local children receive the physical, Occupational and speech therapies that they need. Saturday, June 18, 2011 - Fill the Truck Event WQAD sponsored and promoted this event with Hy-Vee Grocery Stores of the Quad Cities. The public was invited to "fill the truck" with supplies to help fill the needs for the Family Resources Domestic Violence Shelter. Items needed are paper and cleaning products, baby supplies, food items, children's toys, linens, and household supplies. They also took cash donations Gilda's Club Special April 14 and 17, 2011 This year WQAD was a sponsor of the luncheon they had which Helen Hunt was a guest speaker. We had a representative from WQAD to announce at the 5k race which was Help on April 17, 2011. There was a locally produced half hour program which aired on April 15th and 16th. Gilda's Club is a cancer support community providing people living with cancer, and all who touch their lives, access to other people going through the same experience. The Club allows the Quad Cities to offer a truly comprehensive program of care for all people living with cancer. Best of all, everything at Gilda's Club is free! Wednesday, June 15th through Saturday, June 18, 2011 - 17th Annual Mississippi River Motorcycle Rally WQAD was a sponsor of this three day event held on Father's Day weekend in Davenport, Iowa. It is the largest gathering of motorcycles in the Midwest. The event takes places near the Mississippi River which makes for some of the most beautiful scenic riding you will ever find. Whether you enjoy powerhouse band playing until midnight, shopping at over 100 product vendor booths or taking one of the scenic rides we have scheduled along the Mississippi River there is something to do for everyone. Portion of the ticket sales went to the Children's Therapy Center of the Quad Cities Sunday, June 19, 2011 - Ride the River Supported by WQAD-TV and Trinity Regional Health System this was held on the Illinois and Iowa riverfront. The bi-state tour of the Quad Cities along riverfront bike trails. Plus, cruise on the Mississippi River on the Celebration Belle Riverboat from Iowa to Illinois or ride across the historic Arsenal Bridge. This event was for the whole family on Father's Day and was the 26th year for the event. Children rode for free. Saturday, June 25, 2011 - Kids Wild Fest This year WQAD is teaming up with Niabi Zoo to celebrate the beginning of summer. Kids of all ages are invited to go WILD at this event. Local business and organizations will have booths set up around the zoo with activities and hand outs. 17th Annual Lifesaver Campaign - Friday, June 17 and Saturday, June 18, 2011 The Lifesaver Campaign is the largest and only public fundraiser the Child Abuse Council holds each year. Over 300 volunteers exchange Lifesaver candy for cash donations at 33+ local Iowa and Illinois grocery and retail stores. Everyone can do their part to keep children safe! All funds stay in the Quad Cities and surrounding area to benefit children and their families. Funds support New Parent Services and Children's Trauma Services. Lifesaver Campaign goal is \$100,000. Today's children are our future parents, workers, teachers and community leaders. They need healthy family relationships in order to develop and grow into productive, contributing adults. It shouldn't hurt to be a child. In 2nd Quarter 2011 we ran public service spots and sponsored the following events: In April Gilda's Club Help & Healing fundriasing special 30-minute program that aired in place of News at 6:30 CTC Telethon Ballet Quad Cities Tutu Fabulous In May Ballet Qua</p>
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Other Matters (18)

Other Matters (1 of 18)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8-8:30 AM CT (through August 27, 2011)
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, a youth who is heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust.

Other Matters (2 of 18)	Response
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT (through August 27, 2011)
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust.
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Other Matters (3 of 18)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT (through August 27, 2011)
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating.

Other Matters (4 of 18)	Response
Program Title	That's So Raven
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT (through August 27, 2011)
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating.

Other Matters (5 of 18)	Response
Program Title	Hannah Montana
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10-10:30 AM CT (through August 27, 2011)
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Miley Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement.
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Other Matters (6 of 18)	Response
Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT (through August 27, 2011)
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Those episodes of "The Suite Life of Zack and Cody" that air on ABC as Core Programming deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school, due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure.

Other Matters (7 of 18)	Response
Program Title	Pets.TV (Channel 8.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 1030am CT

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advise emphasized by guests instill a grounded balance of priorities, committment and perserverance children can apply to their lives.

Other Matters (8 of 18)	Response
Program Title	Eco Company (Channel 8.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10am CT
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 explores all aspects of being green and understanding how we impact the world. The E-Co Team will report on the latest technologies in energy, recycling, conservation and organics and will share stories of young people making a positive impact on the environment. Each the show will also provide practical tips that teens, and people of all ages can use in their daily lives.

Other Matters (9 of 18)	Response
Program Title	Critter Gitters (Channel 8.2) Antenna
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10a & 1030a CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA.
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Other Matters (10 of 18)	Response
Program Title	Curiosity Quest (Channel 8.2) Antenna
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11a & 1130a CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.

Other Matters (11 of 18)	Response
Program Title	Mustard Pancakes (Channel 8.2) Antenna
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9a & 930a CT
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.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.
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Other Matters (12 of 18)	Response
Program Title	9th Period (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 7am CT
Total times aired at regularly scheduled time	13
Length of Program	3 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.	9th Period is a weekly hal-hour drama series,which teaches positive consequences of thought and action when combined with friendship's effective influences. This series features three top-notch students working during the school day to make the grade. However, come 9th period, the textbooks are gone, and the three kids team together to use the observation an deductive reasoning skills they've developed in class in order to solve the town's mysteries and crimes. Viewers will be engrossed in 9th Period as they use their own cognitive skills to solve the mysteries along with Peyton, Connor and Meg. Every episode includes a moral lesson and also integrates interesting science facts and other classroom knowledge.

Other Matters (13 of 18)	Response
Program Title	Animal Atlas (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7am CT
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 entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. As the Nature of animals is explored, the content and clarity create a program of exceptional educational value.

Other Matters (14 of 18)	Response
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Program Title	Wild America (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7am CT
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.	Wild America is a series, hosted by renowned naturalist photographer, Mary Stouffer, which focuses on the wild animals and wild lands of North America in an entertaining and educational manner.

Other Matters (15 of 18)		Response
Program Title		Dragonfly TV (Channel 8.3)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thursdays 7am CT
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.		Dragonfly TV is a weekly half hour science television series that meets the educational and informational needs of children ages 13-16. This program highlights children "Doing" projects with real hands-on experience and demonstrates practical applications of mathematics and science. 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. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own.

Other Matters (16 of 18)		Response
Program Title		Swap TV (Channel 8.3)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fridays 7am CT
Total times aired at regularly scheduled time	13	
Length of Program	3 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 series is about two teenagers from different backgrounds "swapping" lives for a weekend. Young viewers are exposed to the special interest of the "swapping" youngsters and what adjustments they make to a difference life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect.
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Other Matters (17 of 18)	Response
Program Title	Missing (Channel 8.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am CT
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.	Provides safety tips and areal life stories using various resources to help find missing people. This series carries an important message for young people in regard to being aware of their surroundings and cautions when dealing with strangers. The tips and how to act in dangerous circumstances are also important.

Other Matters (18 of 18)	Response
Program Title	Career Day (Channel 8.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 930am CT
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 is a television program that introduces young adults to career exploration and awareness. Students often do no know what they want to do and are unsure of potential interest they may have that could be a career.

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>Local TV Illinois License, LLC</p>

Attachments

No Attachments.