



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238794** | File Number: **CPR-137126** | Submit Date: **01/08/2013** | Call Sign: **WPMI-TV** | Facility ID: **11906**
City: **MOBILE** | State: **AL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/08/2013 | Filing Status: **Active**

Report reflects information for : Fourth 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	NBC
	Nielsen DMA	Mobile-Pensacola
	Web Home Page Address	WWW.LOCAL15TV.COM

**Digital Core
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
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(12)

Digital Core Program (1 of 12)	Response
Program Title	NOODLE & DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>"NOODLE AND DOODLE" IS AN INSTRUCTIONAL SERIES THAT FEATURES CREATING ART PROJECTS AND COOKING PROJECTS AROUND A SPECIFIC THEME. THE SHOW IS HOSTED BY SEAN, WHO DRIVES AROUND IN A DOUBLE-DECKER BUS FULLY EQUIPPED WITH ART SUPPLIES AND A KITCHEN, ALL READY FOR ANY ASSIGNMENT. THE PROJECTS ENCOURAGE PARENT ENGAGEMENT AND OFTEN FEATURE FAMILIES WORKING TOGETHER TO MAKE SOMETHING FOR DISPLAY IN THE CHILD'S HOME. SEAN IS ACCOMPANIED BY DOGGITY, AN EVER-FAITHFUL BEAGLE DOG, WHO TRANSFORMS INTO AN ANIMATED CHARACTER DURING INTERSTITIAL TRIPS TO A PARALLEL UNIVERSE AND KITCHEN FULL OF PRANK PLAYING ANIMATED CHARACTERS. THE ART PROJECTS TYPICALLY FEATURE LESSONS ON RECYCLING MATERIALS FOR RE-USE IN MAKING ART AND ALWAYS DEMONSTRATE THAT CREATIVITY CAN TRANSFORM SOMETHING INTENDED FOR ONE PURPOSE INTO SOMETHING USEFUL TO ACHIEVE A COMPLETELY DIFFERENT GOAL. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE PAJANIMALS ARE A GROUP OF FOUR PRESCHOOL AGED PUPPETS WHO LIVE TOGETHER IN HOUSE WITH THEIR OFF-SCREEN MOTHER AND FATHER. EACH NIGHT AT BEDTIME, THE PAJANIMAL CHARACTERS BRUSH THEIR TEETH AND ONCE TUCKED INTO BED, ONE OF THE CHARACTERS WILL BRING UP A PROBLEM, CONCERN OR ISSUE. THE CHARACTERS THEN GO ON AN IMAGINARY ADVENTURE TO RESOLVE THE PROBLEM, SUCH AS OVERCOMING SHYNESS, MAKING A NEW FRIEND, OR DEALING WITH A BULLY. THE ADVENTURE TAKES PLACE IN SEVERAL NIGHTTIME DREAM LOCALES WHERE SPECIAL FRIENDS HELP THEM WORK THROUGH THE SOCIO-EMOTIONAL PROBLEM OF THE DAY. SPECIFIC APPROACHES TO MANAGING THE PROBLEM ARE DEMONSTRATED AND PRACTICED DURING THE ADVENTURE, AND THE CHILDREN RETURN HOME CONFIDENT, GETTING AMPLE REST FOR TODAY AND FACING THEIR ISSUES TOMORROW.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 12)	Response
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Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"POPPY CAT" IS BASED ON THE BOOK SERIES BY LARA JONES AND USES EMBEDDED LESSONS ON IMAGINATION AND STORYTELLING TO ENCOURAGE CREATING THINKING FOR PRESCHOOL CHILDREN. IN EACH STORY THE NARRATOR, LARA READS A STORY ABOUT POPPY CAT, TO HER OWN CAT NAMED POPPY. SHE MAKES UP A STORY THAT WILL BE EXCITING AND JUST FOLLOWS THERE IMAGINATION TO DISTANT LANDS REACHED BY BOAT, PLANE OR TRAIN. POPPY CAT IS THE LEADER OF HIS GROUP OF ANIMAL FRIENDS, AND THE STORY ALWAYS FEATURES AN UNDERLYING MESSAGE ABOUT BEING NICE TO, YET IGNORING THE ANTICS OF THE RESIDENT BULLY, A BADGER NAMED EGBERT. THE LESSON IS ALWAYS TO THINK CREATIVELY AND EXERCISE YOUR MIND THROUGH READING AND STORYTELLING BECAUSE IT WILL ALWAYS LEAD TO ENJOYMENT AND ADVENTURE. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)

Response

Program Title	JUSTIN TIME
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Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"JUSTIN TIME" FEATURES A LITTLE BOY, JUSTIN, WHO WANTS TO MASTER HIS DESTINY, HAVE GREAT ADVENTURES, AND SOLVER PROBLEMS. HE BEGINS WITH A PROBLEM THAT VEXES HIM AND DAYDREAMS HIS WAY INTO AN ADVENTURE THAT TAKES HIM TO DIFFERENT PLACES AROUND THE WORLD, BUT ALSO PROVIDES HIM WITH AN EXPERIENCE THAT HELPS HIM SOLVE HIS PROBLEM WHEN HE RETURNS HOME. WHILE ON THE ADVENTURE HE IS ACCOMPANIED BY OLIVE, A KNOWLEDGEABLE IMAGINARY PLAYMATE, AND SQUIDGY, THE MORPHING FLYING SPONGE, WHO PROVIDES COMMENTARY AND COMEDY ALONG THE WAY. JUSTIN'S LESSONS INVOLVE LEARNING, FOR EXAMPLE, THAT IT TAKES FOCUS TO ACHIEVE SUCCESS, FAILURE CAN TEACH WHAT WE NEED TO DO TO SUCCEED NEXT TIME, OR WHEN ONE PATH TO SOLVE A PROBLEM DOESN'T WORK, YOU CAN FIND ANOTHER WAY TO GET TO YOUR GOAL. JUSTIN IS ALL ABOUT SELF-DIRECTED LEARNING FROM THE YOUNG CHILD'S PERSPECTIVE AND IMAGINATION. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 12)

Response

Program Title	LAZYTOWN
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 11AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS PROGRAM IS ANCHORED BY SPORTACUS, A FIT AND AGILE HERO, WHOSE "KRYPTONITE" IS SUGAR, WHICH MAKES HIM INSTANTLY LETHARGIC. SPORTACUS AND THE PROGRAM'S CAST OF CHILD CHARACTERS ARE CHALLENGED IN EACH EPISODE WITH AN ISSUE OR DILEMMA, AND ARE OPPOSED IN THEIR ATTEMPTS TO COMPLETE THEIR MISSION BY ROBBIE ROTTEN, WHO SEEKS TO RETURN LAZYTOWN TO ITS FORMER LAZY WAYS. THE PROGRAM SEEKS TO IMPART TO PRESCHOOL AND EARLY SCHOOL-AGED CHILDREN THE IMPORTANCE OF HEALTHY LIVING, AND TO HELP THEM UNDERSTAND THE VALUE OF DEVELOPING SOUND EATING AND PHYSICAL EXERCISE HABITS, WHILE ALSO PROVIDING THEM POSITIVE MESSAGES ABOUT FRIENDSHIP, EMPATHY, SELF-RESPECT, TRUTHFULNESS AND OTHER AGE-APPROPRIATE LIFE LESSONS. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 12)

Response

Program Title	THE WIGGLES
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"THE WIGGLES" IS A MUSICAL VARIETY SHOW SPECIFICALLY DESIGNED FOR PRESCHOOL CHILDREN. STARRING TONY, MURRAY, GREG AND JEFF, THE WIGGLES OFFERS A MONTAGE OF SKITS THAT ARE SPECIFICALLY DESIGNED FOR TEACHING AND ENTERTAINING THE PRESCHOOL AUDIENCE. SUPPORTED BY AN ENSEMBLE OF CHARACTERS, LARGER THAN LIFE ANIMALS (HUMANS DRESSED AS ANIMAL CHARACTERS) AND A PIRATE, CAPTAIN FEATHERSWORD, THE WIGGLES TEACH NUMBERS, LETTERS, COLORS, MATCHING AND CLASSIFYING WHAT BELONGS TOGETHER (OR NOT), AND FOLLOWING DIRECTIONS. THERE'S DANCING, OCCASIONAL GUEST ARTISTS, AND LOTS OF VISUAL INTEREST FOR THE VIEWER, WHILE THE LESSONS ARE BROKEN DOWN INTO EASILY UNDERSTANDABLE ELEMENTS FOR THE PRESCHOOL CHILD. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 12)

Response

Program Title	THE AMERICAN ATHLETE
Origination	Syndicated

Days/Times Program Regularly Scheduled	MONDAY 3PM
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 AMERICAN ATHLETE" FEATURES ONE-ON-ONE INTERVIEWS WITH TODAY'S MOST RECOGNIZABLE SUPERSTAR ATHLETES. WE HEAR THE DREAMS AND GOALS OF THESE ATHLETES AS THEY TALK ABOUT THEIR LIVES AND THE HARD WORK AND DETERMINATION THAT HELPED THEM REACH THEIR GOAL OF BECOMING PROFESSIONAL ATHLETES. SEGMENTS PROMOTE SPORTSMANSHIP, LEADERSHIP, AND THE CONCEPT OF SETTING HIGH GOALS AND ACHIEVING THEM THROUGH PRACTICE, HARD WORK AND DETERMINATION. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12)	
	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAY 3PM
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 REAL WINNING EDGE" IS BASED ON ROLE MODELS WHO ARE MAKING PRO-SOCIAL LIFE CHOICES. THE REAL WINNING EDGE DELIVERS TO OUR NATION'S YOUTH THE KIND OF ENTERTAINMENT VALUE THEY ENJOY WATCHING, WHILE PROMOTING A VALUE SYSTEM THAT ENFORCES A STRONG SOURCE OF PURPOSE AND WORTHINESS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	YOUNG ICONS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY 3PM
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 SHOWCASES WORLD-CLASS ATHLETES, ACCOMPLISHED ARTISTS, SCHOLARS, PHILANTHROPISTS AND ENTREPRENEURS ALL UNDER THE AGE OF 18. SOME OF THE STORIES HIGHLIGHTED INCLUDE: PATRICK PEDRAJA, A 14 YEAR OLD ACTOR AND PHILANTHROPIST WHO TRAVELED AMERICA RAISING CANCER AWARENESS; TURQUOISE THOMPSON WHO SPRINTED HER WAY INTO THE RECORD BOOKS AND EARNED A FULL SCHOLARSHIP TO UCLA; SISTERS MARNI & BERNI BARTA WHO CREATED KIDFLICKS, A NON-PROFIT ORGANIZATION THAT DONATES NEW AND USED DVDS TO CHILDREN'S HOSPITALS ALL ACROSS AMERICA. THESE STORIES ARE MEANT TO INSPIRE YOUNG PEOPLE TO BE SELFLESS AND TO TAKE PART IN THE LARGER COMMUNITY AROUND THEM IN SOME MEANINGFUL WAY AND TO SHOW THEM THAT THERE ARE MANY WAYS TO ACCOMPLISH THINGS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	PETS.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY 3PM
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.	"PETS.TV" EXPOSES YOUNG VIEWERS TO DIVERSE PETS ALL OVER THE WORLD, TEACHING THEM HOW DIFFERENT CULTURES ENJOY, CARE FOR, AND RESPECT ANIMALS. PETS.TV DELIVERS AN EDUCATIONAL AND INFORMATIONAL NARRATIVE THAT SUPPORTS CURRENT SOCIAL, INTELLECTUAL, AND EMOTIONAL ASPECTS OF CHILDREN. ATTRIBUTES AND ADVICE EMPHASIZED BY GUESTS INSTILL A GROUNDED BALANCE OF PRIORITIES, COMMITMENT, AND PERSEVERANCE CHILDREN CAN APPLY TO THEIR LIVES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAY 3PM
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 GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3D TECHNOLOGY. BY INTRODUCING THE VIEWERS TO BEHIND-THE-SCENES FILMMAKING, IT GIVES THEM AN IDEA OF CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL, AND ARTISTIC SKILLS NEEDED IN THE MOTION PICTURE AND TELEVISION INDUSTRIES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 12)		Response
Program Title	LIVE, LIFE, & WIN	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SATURDAY 3PM	
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.	"LIVE LIFE & WIN" HAS A GOAL OF INSPIRING AND ENLIGHTENING YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE AND NUTRITION, AND HEALTH AND WELLNESS. THE SERIES PROMOTES CRITICAL THEMES SUCH AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT, AND VOLUNTEERISM. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.	
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	RAYMOND WILSON
Address	661 AZALEA ROAD
City	MOBILE
State	AL
Zip	36609-1515
Telephone Number	251-602-1500
Email Address	WWILSON@LOCAL15TV.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.	WPMI has partnered with the Mobile County Sheriff's Office and the local DA to present a "Cool Schools" segment on our local news once a week. In this segment the school highlights new and unique methods of teaching children about important concepts regarding technology, math, science, and sports. WPMI also assists the Sheriff's Office and DA in teaching children seatbelt safety and how to combat bullying. WPMI runs PSA's produced by the Sheriff's Dept. and the DA regarding seatbelt safety and bullying. WPMI also has a holiday Christmas program that helps local businesses partner with local charities in the Mobile, AL area to help families and children who are less fortunate during the holiday season. Charities such as The Ronald McDonald House, The Boys and Girls Club, Make-A-Wish, and the Bay Area Food Bank are just a few of the organizations that benefit from WPMI's partnership. These organizations provide food, shelter, clothing, diapers, and house supplies for local families. These charities were featured in our newscasts once daily for two and a half weeks during the month of December in 2012.

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	THE WIGGLES
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"THE WIGGLES" IS A MUSICAL VARIETY SHOW SPECIFICALLY DESIGNED FOR PRESCHOOL CHILDREN. STARRING TONY, MURRAY, GREG AND JEFF, THE WIGGLES OFFERS A MONTAGE OF SKITS THAT ARE SPECIFICALLY DESIGNED FOR TEACHING AND ENTERTAINING THE PRESCHOOL AUDIENCE. SUPPORTED BY AN ENSEMBLE OF CHARACTERS, LARGER THAN LIFE ANIMALS (HUMANS DRESSED AS ANIMAL CHARACTERS) AND A PIRATE, CAPTAIN FEATHERSWORD, THE WIGGLES TEACH NUMBERS, LETTERS, COLORS, MATCHING AND CLASSIFYING WHAT BELONGS TOGETHER (OR NOT), AND FOLLOWING DIRECTIONS. THERE'S DANCING, OCCASIONAL GUEST ARTISTS, AND LOTS OF VISUAL INTEREST FOR THE VIEWER, WHILE THE LESSONS ARE BROKEN DOWN INTO EASILY UNDERSTANDABLE ELEMENTS FOR THE PRESCHOOL CHILD.

Other Matters (2 of 12)	Response
Program Title	PAJAMINALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE PAJANIMALS ARE A GROUP OF FOUR PRESCHOOL AGED PUPPETS WHO LIVE TOGETHER IN HOUSE WITH THEIR OFF-SCREEN MOTHER AND FATHER. EACH NIGHT AT BEDTIME, THE PAJANIMAL CHARACTERS BRUSH THEIR TEETH AND ONCE TUCKED INTO BED, ONE OF THE CHARACTERS WILL BRING UP A PROBLEM, CONCERN OR ISSUE. THE CHARACTERS THEN GO ON AN IMAGINARY ADVENTURE TO RESOLVE THE PROBLEM, SUCH AS OVERCOMING SHYNESS, MAKING A NEW FRIEND, OR DEALING WITH A BULLY. THE ADVENTURE TAKES PLACE IN SEVERAL NIGHTTIME DREAM LOCALES WHERE SPECIAL FRIENDS HELP THEM WORK THROUGH THE SOCIO-EMOTIONAL PROBLEM OF THE DAY. SPECIFIC APPROACHES TO MANAGING THE PROBLEM ARE DEMONSTRATED AND PRACTICED DURING THE ADVENTURE, AND THE CHILDREN RETURN HOME CONFIDENT, GETTING AMPLE REST FOR TODAY AND FACING THEIR ISSUES TOMORROW.
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Other Matters (3 of 12)

Response

Program Title	POPPY CAT
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAY 10AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	2 years to 5 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"POPPY CAT" IS BASED ON THE BOOK SERIES BY LARA JONES AND USES EMBEDDED LESSONS ON IMAGINATION AND STORYTELLING TO ENCOURAGE CREATING THINKING FOR PRESCHOOL CHILDREN. IN EACH STORY THE NARRATOR, LARA READS A STORY ABOUT POPPY CAT, TO HER OWN CAT NAMED POPPY. SHE MAKES UP A STORY THAT WILL BE EXCITING AND JUST FOLLOWS THEIR IMAGINATION TO DISTANT LANDS REACHED BY BOAT, PLANE, HOT AIR BALLOON OR TRAIN. EACH STORY FEATURES POPPY CAT, THE LEADER OF HIS GROUP OF ANIMAL FRIENDS, AND THE STORY ALWAYS FEATURES AN UNDERLYING MESSAGE ABOUT BEING NICE TO, YET IGNORING THE ANTICS OF THE RESIDENT BULLY, A BADGER NAMED EGBERT. THE PRIMARY MESSAGE OCCURRING WITHIN EACH EPISODE IS TO BE NICE TO EVERYONE AND WORK TOGETHER TO SOLVE PROBLEMS THAT ARE TOO DIFFICULT TO SOLVE INDIVIDUALLY. THE LESSONS ARE TO THINK CREATIVELY, USE TEAMWORK, AND EXERCISE YOUR MIND THROUGH READING AND STORYTELLING BECAUSE IT ALWAYS LEADS TO ENJOYMENT AND ADVENTURE.
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Other Matters (4 of 12)

Response

Program Title	JUSTIN TIME
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"JUSTIN TIME" FEATURES A LITTLE BOY, JUSTIN, WHO WANTS TO MASTER HIS DESTINY, HAVE GREAT ADVENTURES, AND SOLVER PROBLEMS. HE BEGINS WITH A PROBLEM THAT VEXES HIM AND DAYDREAMS HIS WAY INTO AN ADVENTURE THAT TAKES HIM TO DIFFERENT PLACES AROUND THE WORLD, BUT ALSO PROVIDES HIM WITH AN EXPERIENCE THAT HELPS HIM SOLVE HIS PROBLEM WHEN HE RETURNS HOME. WHILE ON THE ADVENTURE HE IS ACCOMPANIED BY OLIVE, A KNOWLEDGEABLE IMAGINARY PLAYMATE, AND SQUIDGY, THE MORPHING FLYING SPONGE, WHO PROVIDES COMMENTARY AND COMEDY ALONG THE WAY. JUSTIN'S LESSONS INVOLVE LEARNING, FOR EXAMPLE, THAT IT TAKES FOCUS TO ACHIEVE SUCCESS, FAILURE CAN TEACH WHAT WE NEED TO DO TO SUCCEED NEXT TIME, OR WHEN ONE PATH TO SOLVE A PROBLEM DOESN'T WORK, YOU CAN FIND ANOTHER WAY TO GET TO YOUR GOAL. JUSTIN IS ALL ABOUT SELF-DIRECTED LEARNING FROM THE YOUNG CHILD'S PERSPECTIVE AND IMAGINATION.

Other Matters (5 of 12)	
	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS PROGRAM IS ANCHORED BY SPORTACUS, A FIT AND AGILE HERO, WHOSE "KRYPTONITE" IS SUGAR, WHICH MAKES HIM INSTANTLY LETHARGIC. SPORTACUS AND THE PROGRAM'S CAST OF CHILD CHARACTERS ARE CHALLENGED IN EACH EPISODE WITH AN ISSUE OR DILEMMA, AND ARE OPPOSED IN THEIR ATTEMPTS TO COMPLETE THEIR MISSION BY ROBBIE ROTTEN, WHO SEEKS TO RETURN LAZYTOWN TO ITS FORMER LAZY WAYS. THE PROGRAM SEEKS TO IMPART TO PRESCHOOL AND EARLY SCHOOL-AGED CHILDREN THE IMPORTANCE OF HEALTHY LIVING, AND TO HELP THEM UNDERSTAND THE VALUE OF DEVELOPING SOUND EATING AND PHYSICAL EXERCISE HABITS, WHILE ALSO PROVIDING THEM POSITIVE MESSAGES ABOUT FRIENDSHIP, EMPATHY, SELF-RESPECT, TRUTHFULNESS AND OTHER AGE-APPROPRIATE LIFE LESSONS. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

Other Matters (6 of 12)		Response
Program Title	NOODLE & DOODLE	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	2 years to 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>"NOODLE AND DOODLE" IS AN INSTRUCTIONAL SERIES THAT FEATURES CREATING ART PROJECTS AND COOKING PROJECTS AROUND A SPECIFIC THEME. THE SHOW IS HOSTED BY SEAN, WHO DRIVES AROUND IN A DOUBLE-DECKER BUS FULLY EQUIPPED WITH ART SUPPLIES AND A KITCHEN, ALL READY FOR ANY ASSIGNMENT. THE COOKING PROJECTS FEATURE HEALTHY INGREDIENTS AND SHOW THE IMPORTANCE OF CREATING MEALS FROM UNPROCESSED FOOD AND FOODS HIGH IN VITAMINS AND NUTRITION. THE PROJECTS ENCOURAGE PARENT ENGAGEMENT AND OFTEN FEATURE FAMILIES WORKING TOGETHER TO MAKE SOMETHING FOR DISPLAY IN THE CHILD'S HOME. SEAN IS ACCOMPANIED BY DOGGITY, AN EVER-FAITHFUL BEAGLE DOG, WHO TRANSFORMS INTO AN ANIMATED CHARACTER DURING INTERSTITIAL TRIPS TO A PARALLEL UNIVERSE AND KITCHEN FULL OF PRANK PLAYING ANIMATED CHARACTERS. THE ART PROJECTS TYPICALLY FEATURE LESSONS ON RECYCLING MATERIALS FOR RE-USE IN MAKING CREATIVE ARTS & CRAFTS AND ALWAYS DEMONSTRATE THAT CREATIVITY CAN TRANSFORM SOMETHING INTENDED FOR ONE PURPOSE INTO SOMETHING USEFUL TO ACHIEVE A COMPLETELY DIFFERENT GOAL.</p>	

Other Matters (7 of 12)		Response
Program Title	THE AMERICAN ATHLETE	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	MONDAY 3PM	
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 AMERICAN ATHLETE" FEATURES ONE-ON-ONE INTERVIEWS WITH TODAY'S MOST RECOGNIZABLE SUPERSTAR ATHLETES. WE HEAR THE DREAMS AND GOALS OF THESE ATHLETES AS THEY TALK ABOUT THEIR LIVES AND THE HARD WORK AND DETERMINATION THAT HELPED THEM REACH THEIR GOAL OF BECOMING PROFESSIONAL ATHLETES. SEGMENTS PROMOTE SPORTSMANSHIP, LEADERSHIP, AND THE CONCEPT OF SETTING HIGH GOALS AND ACHIEVING THEM THROUGH PRACTICE, HARD WORK AND DETERMINATION. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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Other Matters (8 of 12) Response

Program Title	THE REAL WINNING EDGE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	TUESDAY 3PM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS SERIES IS BASED ON ROLE MODELS WHO ARE MAKING PRO-SOCIAL LIFE CHOICES. THE REAL WINNING EDGE DELIVERS TO OUR NATION'S YOUTH THE KIND OF ENTERTAINMENT VALUE THEY ENJOY WATCHING, WHILE PROMOTING A VALUE SYSTEM THAT ENFORCES A STRONG SOURCE OF PURPOSE AND WORTHINESS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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Other Matters (9 of 12) Response

Program Title	YOUNG ICONS
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	WEDNESDAY 3PM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS PROGRAM SHOWCASES WORLD-CLASS ATHLETES, ACCOMPLISHED ARTISTS, SCHOLARS, PHILANTHROPISTS AND ENTREPRENEURS ALL UNDER THE AGE OF 18. SOME OF THE STORIES HIGHLIGHTED INCLUDE: PATRICK PEDRAJA, A 14 YEAR OLD ACTOR AND PHILANTHROPIST WHO TRAVELED AMERICA RAISING CANCER AWARENESS; TURQUOISE THOMPSON WHO SPRINTED HER WAY INTO THE RECORD BOOKS AND EARNED A FULL SCHOLARSHIP TO UCLA; SISTERS MARNI & BERNI BARTA WHO CREATED KIDFLICKS, A NON-PROFIT ORGANIZATION THAT DONATES NEW AND USED DVDS TO CHILDREN'S HOSPITALS ALL ACROSS AMERICA. THESE STORIES ARE MEANT TO INSPIRE YOUNG PEOPLE TO BE SELFLESS AND TO TAKE PART IN THE LARGER COMMUNITY AROUND THEM IN SOME MEANINGFUL WAY AND TO SHOW THEM THAT THERE ARE MANY WAYS TO ACCOMPLISH THINGS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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**Other Matters
(10 of 12)**

Response

Program Title	PETS.TV
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	THURSDAY 3PM
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Total times aired at regularly scheduled time	13
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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.	"PETS.TV" EXPOSES YOUNG VIEWERS TO DIVERSE PETS ALL OVER THE WORLD, TEACHING THEM HOW DIFFERENT CULTURES ENJOY, CARE FOR, AND RESPECT ANIMALS. PETS.TV DELIVERS AN EDUCATIONAL AND INFORMATIONAL NARRATIVE THAT SUPPORTS CURRENT SOCIAL, INTELLECTUAL, AND EMOTIONAL ASPECTS OF CHILDREN. ATTRIBUTES AND ADVICE EMPHASIZED BY GUESTS INSTILL A GROUNDED BALANCE OF PRIORITIES, COMMITMENT, AND PERSEVERANCE CHILDREN CAN APPLY TO THEIR LIVES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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**Other Matters
(11 of 12)**

Response

Program Title	MADE IN HOLLYWOOD: TEEN EDITION
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	FRIDAY 3PM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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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 GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3D TECHNOLOGY. BY INTRODUCING THE VIEWERS TO BEHIND-THE-SCENES FILMMAKING, IT GIVES THEM AN IDEA OF CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL, AND ARTISTIC SKILLS NEEDED IN THE MOTION PICTURE AND TELEVISION INDUSTRIES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (12 of 12)

Response

Program Title LIVE, LIFE, & WIN

Origination Syndicated

Days/Times SATURDAY 3PM
Program Regularly Scheduled

Total times aired at regularly scheduled time 13

Length of Program 30 mins

Age of Target Child Audience from 13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "LIVE LIFE & WIN" IS A HALF HOUR SERIES WITH A GOAL OF INSPIRING AND ENLIGHTENING YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE AND NUTRITION, AND HEALTH AND WELLNESS. THE SERIES PROMOTES CRITICAL THEMES SUCH AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT, AND VOLUNTEERISM. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

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>DEERFIELD MEDIA (MOBILE) LICENSEE, LLC</p>

Attachments

No Attachments.