



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0004970950** | File Number: **CPR-131816** | Submit Date: **07/09/2012** | Call Sign: **WGME-TV** | Facility ID: **25683**  
City: **PORTLAND** | State: **ME**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/09/2012** | Filing Status: **Active**

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## Report reflects information for : Second Quarter of 2012

### General Information

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

**Applicant  
Information**

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

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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	CBS
	Nielsen DMA	Portland-Auburn ME
	Web Home Page Address	www.wgme13.com

**Digital Core  
Programming**

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

**Digital Core Programs(7)**

<b>Digital Core Program (1 of 7)</b>	<b>Response</b>
Program Title	Doodlebops Rockin Road Show
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10a & 10:30a (4/7/12-6/30/12)
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.	Each episode of the program features a child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem. Important life lessons are imparted in the process, and the lessons learned are reinforced through a musical interlude. This program focuses on encouraging viewers to develop positive personal qualities such as honesty and initiative and also providing viewers with a basic understanding and appreciation of music. Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 7)</b>	<b>Response</b>
Program Title	Busytown Mysteries
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11a & 11:30a (4/7/12-6/30/12)

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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the works of Richard Scarry, this program brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts and ultimately reach conclusions. Also, the program helps develop vocabulary through words and concepts that are part of each episode's overall theme. Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 7)</b>	
	<b>Response</b>
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 7:30am (4/1/12-6/24/12)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death, humans and nature? Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 7)</b>	<b>Response</b>
Program Title	Danger Rangers
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8am (4/1/12-6/24/12)
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated program focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. A song introduces the relevant steps to be taken for a potential safety concern, such as the need to take proper safety precaution when swimming, and animal superheroes reinforce concepts of teamwork and preparedness and model for children the acquisition of important health and safety information. Airs on "digital 1".

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (5 of 7)</b>	
	<b>Response</b>
Program Title	Horseland
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8:30am (4/1/12-6/24/12)
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features four teens from very different backgrounds all taking riding lessons at a very unusual riding stable where the animals all speak to each other. The teens deal with accepting responsibility, developing self-confidence, self-esteem and caring for their mounts. They also are confronted with problems that test their honesty, integrity and sometimes even their friendship. As they work to find solutions, the animals make comments on what the teens should or should not do or how they are handling the particular situation, giving the viewer a new insight to dealing with the issue. Through the four characters and the dialogue of the animals the viewers are shown clear prosocial educational messages. Airls on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes



<b>Digital Core Program (6 of 7) Response</b>	
Program Title	Ariel, Zoey & Eli too (AZE2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Friday at 4:30pm (4/2/12-6/29/12)
Total times aired at regularly scheduled time	65
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This program supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. Airs on "digital 2".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (7 of 7) Response</b>	
Program Title	Beta Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 7am (4/7/12-6/30/12)

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.	It is a weekly half-hour music centric program with a magazine format that has segments featuring major and industry artist interviews and unplugged performances in BETA's studios. Also featured are "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Through this program viewers learn the ins and outs of the music business and the influence music has on our culture. Aired on "digital 2".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core Educational and Informational Programming (1)**

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays at 2:30a (4/7/12-6/30/12)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A host stops people on the street and ask them questions based on local and national curriculum. Questions can be about English, History, Math, Art, Science, and more. The show will go to lengths to explain each answer and why it is correct, bringing in the educational element. Airls on "digital 1".
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	

**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	Lucrecia Rubio
Address	651 Beacon Pkwy West Suite 105
City	Birmingham
State	AL
Zip	35209
Telephone Number	(205)943-2168
Email Address	lrubio@sbgnet.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	During the 2nd quarter of 2012, WGME aired in excess of 1,000 public service announcements. Topics included but not limited to, were Adopt A Pet, Play Outdoors, Childhood/Teen Obesity, Don't Text and Drive, Sun damages, etc. The following family community events were promoted during 2nd quarter as well: Big Brothers/Big Sisters bowling fundraiser, Portland Children help with Pre-Earth Day cleanup, Mary's Walk/Maine Cancer Society and Chocolate Lover's Fling/Maine Sexual Assault Prevention Center. EDUCATIONAL: Kid Correspondent-During the month of May WGME 13 has students highlight their local elementary schools in our Daybreak newscast.

**Other Matters (8)**

<b>Other Matters (1 of 8)</b>	<b>Response</b>
Program Title	Doodlebops Rockin Road Show
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10a & 10:30a (7/7/12-9/29/12)
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.	Each episode of the program features a child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem. Important life lessons are imparted in the process, and the lessons learned are reinforced through a musical interlude. This program focuses on encouraging viewers to develop positive personal qualities such as honesty and initiative and also providing viewers with a basic understanding and appreciation of music. Airs on "digital 1".

<b>Other Matters (2 of 8)</b>	<b>Response</b>
Program Title	Busytown Mysteries
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11a & 11:30a (7/7/12-9/29/12)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the works of Richard Scarry, this program brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts and ultimately reach conclusions. Also, the program helps develop vocabulary through words and concepts that are part of each episode's overall theme. Airs on "digital 1".

<b>Other Matters (3 of 8)</b>	<b>Response</b>
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Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 7:30a (7/1/12-9/30/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death, humans and nature? Aired on "digital 1".

**Other Matters (4 of 8)**

**Response**

Program Title	Danger Rangers
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8am (7/1/12-9/16/12)
Total times aired at regularly scheduled time	11
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is an animated program focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. A song introduces the relevant steps to be taken for a potential safety concern, such as the need to take proper safety precaution when swimming, and animal superheroes reinforce concepts of teamwork and preparedness and model for children the acquisition of important health and safety information. Aired on "digital 1".

**Other Matters (5 of 8)**

**Response**

Program Title	Horseland
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8:30a (7/1/12-9/16/12)

Total times aired at regularly scheduled time	11
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features four teens from very different backgrounds all taking riding lessons at a very unusual riding stable where the animals all speak to each other. The teens deal with accepting responsibility, developing self-confidence, self-esteem and caring for their mounts. They also are confronted with problems that test their honesty, integrity and sometimes even their friendship. As they work to find solutions, the animals make comments on what the teens should or should not do or how they are handling the particular situation, giving the viewer a new insight to dealing with the issue. Through the four characters and the dialogue of the animals the viewers are shown clear prosocial educational messages. Airs on "digital 1".

<b>Other Matters (6 of 8)</b>	
	<b>Response</b>

Program Title	Liberty Kids
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8a & 8:30a (9/22/12-9/29/12)
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact these issues have on the lives of ordinary citizens. Airs on "digital 1".
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<b>Other Matters (7 of 8)</b>	
	<b>Response</b>

Program Title	Ariel, Zoey & Eli too (AZE2)
Origination	Network
Days/Times Program Regularly Scheduled	Monday-Friday at 4:30pm (7/2/12-9/28/12)



Total times aired at regularly scheduled time	65
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This program supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility.</p> <p>This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. Airs on "digital 2".</p>

**Other Matters (8 of 8)**

	Response
Program Title	Beta Records TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 7am (7/7/12-9/29/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>It is a weekly half-hour music centric program with a magazine format that has segments featuring major and industry artist interviews and unplugged performances in BETA's studios. Also featured are "Electro" Ross Blomgren's tutorials and how-to's, producer &amp; music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Through this program viewers learn the ins and outs of the music business and the influence music has on our culture. Airs on "digital 2".</p>

**Certification**

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

## Attachments

No Attachments.