

# Children's Television Programming Report

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 State:
 ME

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 Children's TV Programming Report
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## **Report reflects information for : First Quarter of 2013**

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

| Applicant   | Applicant Name, Typ | e, and Contact Info | rmation |       |                |
|-------------|---------------------|---------------------|---------|-------|----------------|
| Information | Applicant           | Address             | Phone   | Email | Applicant Type |

| t | Contact Name | Address | Phone | Email | Contact Type |
|---|--------------|---------|-------|-------|--------------|
| - |              |         |       |       |              |

Contact Representatives (0)

| Children's                | Section  | Question Response   |          |  |
|---------------------------|--|---|----------|--|
| Television<br>Information | Station Type   | Station Type Network Affiliation  | n        |  |
|                           |  | Affiliated network NBC  |          |  |
|                           |  | Nielsen DMA Portland-Auburn   | ME       |  |
|                           |  | Web Home Page Address www.WCSH6.co  | m        |  |
|                           |  |   |          |  |
| Digital Core              | Question   |   | Response |  |
| Programming               | State the average number of hours of Core Programming per week broadcast by the station on its main program stream   |   |          |  |
|                           | 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   |   |          |  |
|                           | 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:   |   |          |  |
|                           | 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? |   |          |  |
|                           |  | y that at least 50% of the Core Programming counted toward meeting the additional applied to free video programming aired on other than the main Yes No program | Yes      |  |

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?

# Digital Core Programs(13)

| Digital Core<br>Program (1 of<br>13)   | Response   |
|--|--|
| Program Title  | The Wiggles (Jan. 5 - Feb. 2, 2013)  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9am   |
| Total times<br>aired at<br>regularly<br>scheduled time   | 5  |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking News  |  |
| Number of<br>Preemptions<br>Rescheduled  | 1  |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience  | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | The Wiggles is an Australian children's variety show, starring musicians Tony, Murray, Greg and Jeff.<br>During every show, the Wiggles run through a variety of skits that are specifically designed to entertain the<br>preschool audience. They are supported by a troupe of back-up dancers and colorful characters, who help<br>them move the show forward with scene changes, travel to distant locations and visits by guest artists.<br>These characters include Wags the dog, Dorothy the Dinosaur, Henry the octopus, and Captain<br>Feathersword the Pirate, all of whom dance and interact with the hosts. While the majority of the sketches<br>are instructional in nature the context and sprit of the show demonstrates that learning is the way to have<br>the "very most" fun. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                       | Yes  |

| Digital Core<br>Program (2<br>of 13) | Response                                 |
|--------------------------------------|--|
| Program Title                        | The Chica Show (Feb. 9 - March 30, 2013) |

| Origination  | Network   |
|--|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9am  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 7   |
| Total times aired  | 13  |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coord The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impuls control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation where Bunji and Stiches come alive and joir Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Digital Core<br>Program (3<br>of 13) | Response   |
|--------------------------------------|------------|
| Program Title                        | Pajanimals |
| Origination                          | Network    |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9:30am  |
|--|--|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12   |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 0  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Pajanimals focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, Sweetpea Sue, a horse, and Cowbella, a purple and white cow-has difficulty sleeping or faces a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed travels to a specific place for the adventure: Squacky' s bed goes to Ellie the octoput who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core<br>Program (4<br>of 13) | Response  |
|--------------------------------------|-----------|
| Program Title                        | Poppy Cat |
| Origination                          | Network   |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10am   |
|--|---|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12  |
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmatian who zips around on a skateboard; Alma, a southern belle bunny who is ultra-feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy Egbert, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10:30am   |
|--|--|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12   |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 0  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Justin Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia (who meets him on his travels) as Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to consomething his mother has suggested he daydreams his way into an adventure that takes him to places all around the world. On these adventures, he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a social/emotional dilemma universally experienced by preschool children. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core<br>Program (6<br>of 13) | Response  |
|--------------------------------------|-----------|
| Program Title                        | Lazy Town |
| Origination                          | Network   |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 11am   |
|--|---|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12  |
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 0   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, and his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. Coming to the rescue is the athlete Sportacus who lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Digital Core<br>Program (7<br>of 13) | Response          |
|--------------------------------------|-------------------|
| Program Title                        | Noodle and Doodle |
| Origination                          | Network           |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 11:30am   |
|--|--|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Noodle and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or a food experience. Sear is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ege that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core Program (8 of 13)            | Response   |
|---|--|
| Program Title                             | Animal Rescue(Broadcast on station's digital subchannel) |
| Origination                               | Syndicated   |
| Days/Times Program Regularly<br>Scheduled | Saturdays, 2:30pm  |

| 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<br>Rescheduled  |   |
| Length of Program   | 30 mins   |
| Age of Target Child Audience  | 13 years to 16 years  |
| Describe the educational and<br>informational objective of the<br>program and how it meets the<br>definition of Core Programming. | Animal Rescue showcases spectacular rescues of all types of animals and focuses of<br>the work of dedicated individuals who treat the various creatures of the animal<br>kingdom. All stories are authentic and contain actual video of rescues. Series is G<br>rated and is suitable for family viewing. |
| Does the Licensee identify the<br>program by displaying throughout<br>the program the symbol E/I?                                 | Yes   |

| Digital Core Program (9<br>of 13)   | Response   |
|---|--|
| Program Title   | Sports Stars of Tomorrow (Broadcast on station's digital subchannel)   |
| Origination   | Syndicated   |
| Days/Times Program<br>Regularly Scheduled   | Saturdays, 3pm   |
| Total times aired at regularly scheduled time   | 13   |
| Total times aired   |  |
| Number of Preemptions   | 0  |
| Number of Preemptions<br>for other than Breaking<br>News  |  |
| Number of Preemptions<br>Rescheduled  |  |
| Length of Program   | 30 mins  |
| Age of Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational<br>and informational<br>objective of the program<br>and how it meets the<br>definition of Core<br>Programming. | Sports Stars of Tomorrow chronicles the trials and tribulations of young athletes as they strive<br>to become top level performers in the sports arena. The program helps youngsters realize tha<br>their full potential in both life, and the playing field, are attainable with lots of hard work and<br>determination. It reinforces the importance of key values like dedication, discipline,<br>commitment and community involvement. |
| Does the Licensee identify<br>the program by displaying<br>throughout the program<br>the symbol E/I?                                    | Yes  |

| Digital Core<br>Program (10 of<br>13)  | Response   |
|--|--|
| Program Title  | Wild About Animals (Broadcast on station's digital subchannel)   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 3:30pm  |
| Total times<br>aired at<br>regularly<br>scheduled time   | 13   |
| Total times<br>aired   |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions for<br>other than<br>Breaking News  |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience  | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets<br>the definition of<br>Core<br>Programming. | Wild About Animals is a half-hour weekly animal magazine series. The show is hosted by the Emmy-<br>award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of<br>animals for over 20 years. This series is produced for children 16 and under (specific target audience is<br>13-16). Wild About Animals objective is to educate and inform children, specifically in the target age<br>group, by bringing them entertaining and interesting stories about the world's most fascinating animals.<br>Each episode will consist of four (4) different stories designed to teach children about both exotic and<br>unique animals, as well as to educate them further about animals they see everyday. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                 | Yes  |

| Digital Core Program (11 of 13)        | Response  |
|--|---|
| Program Title                          | Dragonfly (Broadcast on station's digital subchannel) |
| Origination                            | Syndicated  |
| Days/Times Program Regularly Scheduled | Sundays, 2:30pm                                       |

| Total times aired at regularly scheduled time  | 13   |
|--|--|
| Total times aired  |  |
| Number of Preemptions  | 0  |
| Number of Preemptions for other than Breaking News   |  |
| Number of Preemptions Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Real kids doing real science, demonstrating practical applications of math and other scientific disciplines. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (12 of 13)  | Response  |
|--|---|
| Program Title  | Swap (Broadcast on station's digital subchannel)  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Sundays, 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. | Real kids swapping lives for a once-in-a-lifetime adventur<br>Youths from different backgrounds learn valuable life<br>lessons. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (13 of 13)                    | Response  |
|--|---|
| Program Title                                      | Whaddyado (Broadcast on station's digital subchannel) |
| Origination  | Syndicated  |
| Days/Times Program Regularly<br>Scheduled          | Sundays, 3:30pm                                       |
| 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  | Whaddyado is a half-hour weekly educational series designed to educate, inform,     |
| informational objective of the  | inspire and entertain children 16 & under (specific target audience is 13-16) about |
| program and how it meets the  | the world around them. Each episode is an educational life-lesson, based in reality |
| definition of Core Programming.   | intended to prepare   |
| 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<br>Children's Television Programming Reports (FCC 398) as required by 47<br>C.F.R. Section 73.3526(e)(11)(iii)?  | Yes  |
|                 | Name of children's programming liaison   | Mike Marshall  |
|                 | Address  | One Congress Square  |
|                 | City   | Portland   |
|                 | State  | ME   |
|                 | Zip  | 04101  |
|                 | Telephone Number   | 207 828 6666   |
|                 | Email Address  | mmarshall@gannett.com  |
|                 | Include any other comments or information you want the Commission to<br>consider in evaluating your compliance with the Children's Television Act<br>(or use this space for supplemental explanations). This may include<br>information on any other noncore educational and informational<br>programming that you aired this quarter or plan to air during the next<br>quarter, or any existing or proposed non-broadcast efforts that will<br>enhance the educational and informational value of such programming to<br>children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. | The Chica Show, Pajanamals, Poppy Cat,<br>Justin Time, Lazy Town and Noodle and Doodle<br>were preempted on Saturday, February 9 due to<br>WLBZ's breaking news coverage. NBC ended<br>The Wiggles on Feb. 2, 2013 and replaced it<br>with The Chica Show beginning Feb. 9. NBC<br>ended The Wiggles on Feb. 2, 2013 and<br>replaced it with The Chica Show beginning Feb.<br>9. |

## Other Matters (12)

| Other<br>Matters (1 of<br>12)  | Response   |
|--|--|
| Program Title  | The Chica Show   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9am   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Chica is a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation where Bunji and Stiches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. |
| Other<br>Matters (2 of<br>12)  | Response   |
| Program Title  | Pajanimals   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9:30am  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Pajanimals focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, Sweetpea Sue, a horse, and Cowbella, a purple and white cow-has difficulty sleeping or faces a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed travels to a specific place for the adventure: Squacky' s bed goes to Ellie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.

| Other<br>Matters (3 of<br>12)  | Response  |
|--|---|
| Program Title  | Poppy Cat   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10am   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmatian who zips around on a skateboard; Alma, a southern belle bunny who is ultra-feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy Egbert, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap. |
| Other<br>Matters (4 of<br>12)  | Response  |
| Program Title  | Justin Time   |

| Origination          | Network            |  |
|----------------------|--------------------|--|
| Days/Times           | Saturdays, 10:30am |  |
| Program<br>Regularly |                    |  |
| Scheduled            |                    |  |

| Total times<br>aired at<br>regularly<br>scheduled  | 13  |
|--|---|
| time   |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Justin Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia (who meets him on his travels) at Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to c something his mother has suggested he daydreams his way into an adventure that takes him to places al around the world. On these adventures, he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context th characters visit while on the adventure, but the central point is to teach a lesson about a social/emotional dilemma universally experienced by preschool children. |
| Other<br>Matters (5 of<br>12)  | Response  |
| Program Title  | Lazy Town   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 11am   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of  | Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins ow her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and cand stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, ar his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined  |

| Other<br>Matters (6 of<br>12)  | Response  |             |   |
|--|---|-------------|---|
| Program Title  | Noodle and Doodle   |             |   |
| Origination  | Network   |             |   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, <sup>-</sup>   | l:30am      |   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |             |   |
| Length of<br>Program   | 30 mins   | 30 mins     |   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |             |   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Noodle and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or a food experience. Sea is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-equivalent that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a full experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together. |             |   |
| Other Matters  | (7 of 12)   | Respo       | nse   |
| Program Title  |   | Anima       | Rescue (Broadcast on station's digital subchannel)  |
| Origination  |   | Syndic      | ated  |
| Days/Times Pro   | ogram Regula  | y Saturd    | ays, 2:30pm   |
| Total times aire scheduled time  |   | 13          |   |
| Length of Program  |   | 30 mir      | S   |
| Age of Target Child Audience from  |   | from 13 yea | rs to 16 years  |
|  |   |             | Rescue showcases spectacular rescues of all types of animals and focus  |
| Describe the ed<br>informational of<br>program and he<br>definition of Co  | ow it meets th  | -           | rk of dedicated individuals who treat the various creatures of the animal m. All stories are authentic and contain actual video of rescues. Series is G and is suitable for family viewing. |
| informational of program and he  | ow it meets the<br>re Programmi   | -           | m. All stories are authentic and contain actual video of rescues. Series is G   |
| informational of<br>program and he<br>definition of Co   | ow it meets the<br>re Programmi   | g. rated a  | m. All stories are authentic and contain actual video of rescues. Series is G   |
| informational of<br>program and he<br>definition of Co<br>Other Matters  | ow it meets the<br>re Programmi   | g. rated a  | m. All stories are authentic and contain actual video of rescues. Series is G<br>and is suitable for family viewing.  |

**Regularly Scheduled** 

| Total times aired at regularly scheduled time   | 13  |
|---|---|
| Length of Program   | 30 mins   |
| Age of Target Child<br>Audience from  | 13 years to 16 years  |
| Describe the educational<br>and informational<br>objective of the program<br>and how it meets the<br>definition of Core<br>Programming. | Sports Stars of Tomorrow chronicles the trials and tribulations of young athletes as they strive<br>to become top level performers in the sports arena. The program helps youngsters realize that<br>their full potential in both life, and the playing field, are attainable with lots of hard work and<br>determination. It reinforces the importance of key values like dedication, discipline,<br>commitment and community involvement. |

| Other Matters<br>(9 of 12)   | Response   |
|--|--|
| Program Title  | Wild About Animals (Broadcast on station's digital subchannel)   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 3:30pm  |
| Total times<br>aired at<br>regularly<br>scheduled time   | 13   |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience<br>from  | 13 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets<br>the definition of<br>Core<br>Programming. | Wild About Animals is a half-hour weekly animal magazine series. The show is hosted by the Emmy-<br>award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of<br>animals for over 20 years. This series is produced for children 16 and under (specific target audience is<br>13-16). Wild About Animals objective is to educate and inform children, specifically in the target age<br>group, by bringing them entertaining and interesting stories about the world's most fascinating animals.<br>Each episode will consist of four (4) different stories designed to teach children about both exotic and<br>unique animals, as well as to educate them further about animals they see everyday. |

| Other Matters (10 of 12)   | Response   |
|--|--|
| Program Title  | Dragonfly (Broadcast on station's digital subchannel)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 2:30pm  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Real kids doing real science, demonstrating practical applications of math and other scientific disciplines. |

| Program Title  | Swap (Broadcast on station's digital subchannel)  |
|--|---|
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Sundays, 3:30pm   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Real kids swapping lives for a once-in-a-lifetime adventure.<br>Youths from different backgrounds learn valuable life<br>lessons. |

| Other<br>Matters (12<br>of 12)   | Response   |
|--|--|
| Program Title  | Whaddyado (Broadcast on station's digital subchannel)  |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday's 3:30pm  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 13 years to 16 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Whaddyado is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, Whaddyado provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right time many episodes will feature a Moral Dilemma segment. |

#### Question

| 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.   |                                     |
| FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND  |                                     |
| FORFEITURE OF ANY FEES PAID  |                                     |
| 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.  |                                     |
| 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).  |                                     |
| I certify that this application includes all required and relevant attachments.  |                                     |
| I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the   | Pacific                             |
| Authorization(s) specified above.  | and<br>Southern<br>Company,<br>Inc. |

Attachments No Attachments.