

Children's Television Programming Report

 FRN:
 0009961889
 File Number:
 CPR-121466
 Submit Date:
 07/06/2011
 Call Sign:
 WWLP
 Facility ID:
 6868
 City:

 SPRINGFIELD
 State:
 MA

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

 07/06/2011
 Filing Status:
 Active
 Status:
 Status:
 Status Date:

Report reflects information for : Second Quarter of 2011

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

| Applicant | Applicant Name, Type, and Contact Information | | | | |
|-------------|---|---------|-------|-------|----------------|
| Information | Applicant | Address | Phone | Email | Applicant Type |

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

Contact Representatives (0)

| Children's | Section | Question Response | |
|---------------------------|--|--|----------|
| Television Information | Station Type | Station Type Network Affiliation | on |
| | | Affiliated network NBC | |
| | | Nielsen DMA Springfield-Holy | oke MA |
| | | Web Home Page Address www.wwlp.com | |
| | | | |
| 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 numb station on other than its | er of hours per week of free over-the-air digital video programming broadcast by the 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: | | |
| | 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? | | |
| | 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?

Digital Core Programs(12)

| Digital Core Program (1 of 12) | Response |
|--|--|
| Program Title | Turbo Dogs |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [10:00AM-10:30AM] 04/02/11-06/25/11 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Turbo Dogs is a show about six canine friends - Dash, GT, Clutch, Stinkbert, Strut, and Mags - who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the turbo dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the turbo dogs encountering a problem that must be resolved while preparing to compete. Usually, the turbo dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Questions | Response |
|--|----------------|
| Title of Program | Turbo Dogs |
| List date and time rescheduled | 6/4/11 1:00PM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-06-04 |
| Episode # | 6/4/11 #TDO117 |
| Reason for Preemption | Sports |

| Digital Core Program (2 of 12) | Response |
|--|--|
| Program Title | Shelldon |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [10:30AM-11:00AM] 04/02/11-06/25/11 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |

| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk who was adopted by the Clam family, and now lives with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection. |
|--|--|
| Does the | Yes |

Does the Licensee identify the program by displaying throughout the program the symbol E /l?

| Questions | Response |
|--|----------------|
| Title of Program | Shelldon |
| List date and time rescheduled | 6/4/11 1:30PM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-06-04 |
| Episode # | 6/4/11 #SHL012 |
| Reason for Preemption | Sports |

| Digital Core Program (3 of 12) | Response |
|---|--|
| Program Title | Babar |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [11:30AM-12:00PM] 04/02/11-06/25/11 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |

| Number of Preemptions Rescheduled | 1 |
|---|--|
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Babar is a series about a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned King of the Elephants. A dedicated ruler and family-elephant, Babar experiences many challenges as he journeys through life, and learns to rise above them through strength and optimism. Each episode begins with a look into Babar's present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city. Each pisode in the show carries with it a social-emotional message that is established at the end of Babar's story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Questions | Response |
|--|----------------|
| Title of Program | Babar |
| List date and time rescheduled | 6/11/11 1:00PM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-06-04 |
| Episode # | 6/4/11 #BAR112 |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 12) | Response |
|--|--|
| Program Title | Willa's Wild Life |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [12:00PM-12:30PM] 04/02/11-06/25/11 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |

| Number of Preemptions | 1 |
|---|---|
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Willa's Wild Life is a new animated series featuring a six-year-old girl, Willa, who is permitted to share here home with an ever-growing menagerie of animals - an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, and the animals, and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence and become altruistic. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Questions | Response |
|--|-------------------|
| Title of Program | Willa's Wild Life |
| List date and time rescheduled | 5/28/11 8:00AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-05-28 |
| Episode # | 5/28/11 #WIL006 |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 12) | Response |
|--------------------------------------|------------------|
| Program Title | Magic School Bus |
| Origination | Network |

| Days/Times Program Regularly Scheduled | SA [11:00AM-11:30AM] 04/02/11-06/25/11 |
|--|---|
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Questions | Response |
|--|------------------|
| Title of Program | Magic School Bus |
| List date and time rescheduled | 6/4/11 2:00PM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |

| Date Preempted | 2011-06-04 |
|-----------------------|----------------|
| Episode # | 6/4/11 #MSB301 |
| Reason for Preemption | Sports |

| Digital Core Program (6 | B |
|--|---|
| of 12) | Response |
| Program Title | Pearlie |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [12:30PM-1:00PM] 04/02/11-06/25/11 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. Ir each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |

| Does the | Yes |
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| Licensee | |
| identify the | |
| program by | |
| displaying | |
| throughout | |
| the program | |
| the symbol E | |
| /l? | |

| Questions | Response |
|--|-----------------|
| Title of Program | Pearlie |
| List date and time rescheduled | 5/28/11 8:30AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-05-28 |
| Episode # | 5/28/11 #PEA110 |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 12) | Response |
|--|---|
| Program Title | Beta Records (Multicast.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [8:00AM-8:30AM] 04/02/11-06/25/11 |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | BETA Records TV is a weekly half-hour music centric show that follows a magazine form with segments ranging from major & indie artist interviews and unplugged performances BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. |
| 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 | Real Life 101 (Multicast.2) |
| Origination | Network |
| Days/Times | SA [8:30AM-9:00AM] 04/02/11-06/25/11 |
| Program | |
| Regularly Scheduled | |
| | |
| Total times aired at | 13 |
| regularly | |
| scheduled time | |
| Total times | |
| aired | |
| Number of | 0 |
| Preemptions | |
| Number of | |
| Preemptions | |
| for other than | |
| Breaking News | |
| Number of | |
| Preemptions | |
| Rescheduled | |
| Length of | 30 mins |
| Program | |
| Age of Target | 13 years to 16 years |
| Child Audience | |
| Describe the | "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational |
| educational | format designed to help its viewers make important decisions about preparing for the future. The caree |
| and | and people featured are carefully selected in order to present vivid impressions that can be used by the |
| informational objective of the | series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hou |
| program and | Rule found that "Real Life 101" was highly educational. The series is currently being provided to schoo |
| how it meets | and libraries across the USA by one of the nation's quality educational distributors. |
| the definition of | |
| Core | |
| Programming. | |
| Does the | Yes |
| Licensee | |
| identify the | |
| program by | |
| displaying throughout the | |
| program the | |
| symbol E/I? | |
| Cymb0i ⊑/1: | |

| Digital Core Program (9 of 12) | Response | |
|--------------------------------------|-------------------------------|--|
| Program Title | Ultimate Choice (Multicast.2) | |
| Origination | Network | |

| Days/Times Program Regularly Scheduled | SA [9:00AM-9:30AM] 04/02/11-06/25/11 |
|--|---|
| 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. | "Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolutiona revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routinetime with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications; they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. |
| 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 | Ultimate Choice (Multicast.2) |
| Origination | Network |

| Days/Times Program Regularly Scheduled | SA [9:30AM-10:00AM] 04/02/11-06/25/11 |
|--|---|
| 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. | "Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolutiona revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routinetime with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications; they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. |
| 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 | Teen Kids News (Multicast.2) |
| Origination | Network |

| Days/Times Program Regularly Scheduled | SA [10:00AM-10:30AM] 04/02/11-06/25/11 |
|---|---|
| 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. | Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tipe on getting into college to making friends to behind the scenes with entertainers. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Program (12 of 12) | Response |
|---|--|
| Program Title | Teen Kids News (Multicast.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [10:30AM-11:00AM] 04/02/11-06/25/11 |

| 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. | Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course, all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers. |
| 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 | Kathy Stewart |
| Address | P.O. Box 2210 |
| City | Springfield |
| State | MA |
| Zip | 01102 |
| Telephone Number | 413-377-2235 |
| Email Address | kstewart@wwlp.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. | The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: NONE Children's programming was pre-empted on May 28th due to the French Open Tennis, but the 2 affected programs were made up earlier that day at 8AM (Willa's Wild Life) & 8:30AM (Pearlie) Children's programming was pre- empted on June 4th due to French Open Tennis, but the 4 affected programs were made up later that day at 1PM (Turbo Dogs), 1:30PM (Shelldon) & 2PM (Magic School Bus), followed by Babar on June 11th at 1PM. |

Other Matters (12)

| Other Matters (1 of 12) | Response |
|--|--|
| Program Title | Turbo Dogs |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [10:00AM-10:30AM] 07/02/11-09/24/11 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Turbo Dogs is a show about six canine friends - Dash, GT, Clutch, Stinkbert, Strut, and Mags - who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the turbo dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the turbo dogs encountering a problem that must be resolved while preparing to compete. Usually, the turbo dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode. |
| Other Matters (2 of 12) | Response |
| Program Title | Shelldon |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [10:30AM-11:00AM] 07/02/11-09/24/11 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk who was adopted by the Clam family, and now lives with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection.

| Other Matters (3 of 12) | Response |
|---|--|
| Program Title | Babar |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [11:30AM-12:00PM] 07/02/11-09/24/11 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Babar is a series about a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned King of the Elephants. A dedicated ruler and family-elephant, Babar experiences many challenges as he journeys through life, and learns to rise above them through strength and optimism. Each episode begins with a look into Babar's present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city. Each pisode in the show carries with it a social-emotional message that is established at the end of Babar's story. |

| Other Matters (4 of 12) | Response |
|--|--|
| Program Title | Willa's Wild Life |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [12:00PM-12:30PM] 07/02/11-09/24/11 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Willa's Wild Life is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals - an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, and the animals, and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence and become altruistic.

| Other Matters (5 of 12) | Response |
|--|---|
| Program Title | Magic School Bus |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [11:00AM-11:30AM] 07/02/11-09/24/11 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. |
| Other Matters (6 of 12) | Response |
| Program Title | Pearlie |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [12:30PM-1:00PM] 07/02/11-09/24/11 |

| Total times aired at regularly scheduled time | 13 | |
|--|--|---|
| Length of Program | 30 mins | |
| Age of Target Child Audience from | 6 years to 10 | years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Harmer. Pea situations bed 4-8 year old r learning how Jubilee Park and making s of Pearlie's g episode, we s organization | animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy rlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into cause her desire to help is larger than her capacity to deliver. Aimed for an audience within the range, Pearlie focuses on the importance of following the rules, using good judgment and to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep in sparkling order she has constant challenges with her basic goal of keeping everyone happy sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage ood nature which requires that Pearlie must also frequently outwit the park bully. In each see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the required to get the job done. Through plot developments and with the assistance of her friends sper, she learns what to do and what not to do in each situation so the park can be restored to |
| Other Matters (7 | ' of 12) | Response |
| Program Title | | Beta Records (Multicast.2) |
| Origination | | Network |
| Days/Times Prog Regularly Sched | - | SA [8:00AM-8:30AM] 07/02/11-09/24/11 |
| Total times aired regularly schedu | | 13 |
| Length of Progra | am | 30 mins |
| Age of Target Ch Audience from | hild | 13 years to 16 years |
| Describe the edu and informationa of the program a meets the definit Programming. | al objective and how it | BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major & indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. |
| Other Matters (8 of 12) | Response | |
| Program Title | Real Life 1 | 01 (Multicast.2) |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SA [8:30A) | M-9:00AM] 07/02/11-09/24/11 |
| Total times aired at regularly scheduled time | 13 | |

| Program Image of Target Child Audio for Target Child Audio for the State 16 years Observice the decisional of program and program and poly of extreme date are cardity desicted in order to present you's impressions that can be used by the series' young audience. A study conducted by The Amenberg Public Policy Center of the University of Premsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with Real Life 101 with why Rhybe deutational distributors. Rule found that Fael Life 101 with Real | regin 13 years to 16 years up of Target hind Audient construction 13 years to 16 years response "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important designes and purper feature used by the sarries young audience. A study conducted by The Annonherg Public Policy Centre of the University of pupper feature are carefully selected in order to present wind impressions that can be used by the sarries young audience. A study conducted by The Annonherg Public Policy Centre of the University on an ibprante concerning the implementation of the FCC processing guideline known as the Three-Hour Nucl found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's guality educational distributors. there regramming: Viework Viework Network sarries (or grager distribution) SA [900AM-9:30AM] 07/02/11-08/24/11 viework Sa [900AM-9:30AM] 07/02/11-08/24/11 | | |
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| aductional and people featured are carefully selected in order to present vivid impressions that can be used by the selectivid in order to present vivid impressions that can be used by the selectivid in order to present vivid impressions that can be used by the selectivid in order to present vivid impressions that can be used by the selectivid vivid | ducational of diversional series young autoince. A study conducted by the shores protein Policy Contro of the University of Pernsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule Iound that "Real LUE 101" was highly ducational. The sarries is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. the definition of ore regarmining. Response the definition of ore regarmining. Start Coloce (Multicast.2) the definition of ore regarmining. Network the definition of ore regarmining. Start | Age of Target Child Audience from | 13 years to 16 years |
| Array Barbon Program TilleVestimate Choice (Multicast.2)OriginationNetworkDays/TimesSA [9:00AM-9:30AM] 07/02/11-09/24/11Program RegularlySA [9:00AM-9:30AM] 07/02/11-09/24/11Scheduldy3Scheduldy13Schedulds13Schedulds30 minsProgram Frogram30 minsProgram Tordat Times13 years to 16 yearsAge of tormore tom"Utimate Choice Florida" and "Utimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Utimate Choice Florida" and "Utimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Utimate Choice Floridae choice series of their application to major real life issues. While "Utimate Choice Real Girls" finds the diverse young women who are invited to join a revolution a revolution to live a dramatically different life than dictated by the pop cuture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routimetime with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications; they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. | matters (9 of 2) Response Program Title Utimate Choice (Multicast.2) Drigination Network Days/Times SA [9:00AM-9:30AM] 07/02/11-09/24/11 System SA [9:00AM-9:30AM] 07/02/11-09/24/11 Cheat Same Degram Title Utimate Choice Florida' and "Utimate Choice Real Girls" provides an opportunity for its young viewers to lear more about theresevies and their lives, as well as to develop their own convictions about each of the provent winder and involve and their lives, as well as to develop their own convictions about each of the provent winder and involve and their lives, as well as to develop their own convictions about each of the provent subjective of and its application to major real life issues. While "Utimate Choice Real Girls" ind five diverse young women who are invited to join a revolution. In Utimate Choice Florida' and "Utimate Choice Real Girls" ind five diverse young women who are invited to join a revolution. Ellowing areise, in "Utimate Choice Florida' and "Utimate Choice Real Girls" provides an opportunity for its young viewers to lear more about themselves and their lives, as well as to develop their own convictions about each of the proven who are invited to join a revolution. In the viewing the opportunity to discuss that experience and its application to major real life issues. While "Utimate Choice Real Girls" ind five diverse young women who are invited to join a revolution. In credible house on the water and introduced to their new weekly routinetime with their new mentors (the show's hosts Courtenay and Shemette). Each of the projecdas with these series brough the an incredible house on the water and introduced to their new weekly routinetime | Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. |
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| | | Other Matters (10 of 12) | Response |
| Program Title Illimate Choice (Multicest 2) | | | |

Origination Network

| SA [9:30AM-10:00AM] 07/02/11-09/24/11 |
|---|
| 13 |
| 30 mins |
| 13 years to 16 years |
| "Ultimate Choice Florida" and "Ultimate Choice Real Girls" provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolutiona revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routinetime with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications; they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control. |
| Response |
| Teen Kids News (Multicast.2) |
| Network |
| SA [10:00AM-10:30AM] 07/02/11-09/24/11 |
| 13 |
| 30 mins |
| 13 years to 16 years |
| Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course, all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers. |
| |

| Other Matters (12 of 12) | Response |
|---|---|
| Program Title | Teen Kids News (Multicast.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA [10:30AM-11:00AM] 07/02/11-09/24/11 |
| 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. | Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers. |

| Certification | Question | Response |
|---------------|---|-------------|
| | 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 | WWLP |
| | for the Authorization(s) specified above. | Broadcastin |
| | | LLC |

Attachments No Attachments.