



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022824668** | File Number: **CPR-121490** | Submit Date: **07/06/2011** | Call Sign: **WREG-TV** | Facility ID: **66174** |
City: **MEMPHIS** | State: **TN**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/06/2011 | Filing Status: **Active**

Report reflects information for : First Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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**Contact
Representatives
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Memphis
	Web Home Page Address	www.wreg.com

**Digital Core
Programming**

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

Digital Core Programs(14)

Digital Core Program (1 of 14)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - I (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10-1030AM Eff. 2/5/11
Total times aired at regularly scheduled time	8
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Each episode of the show features a real 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, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 14)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 930-10AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Each episode of the show features a real 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, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 14)	Response
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Program Title	SABRINA'S SECRET LIFE (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10-1030AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 14)

Response

Program Title	SABRINA: THE ANIMATED SERIES (Channel 3.1)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 1030-11AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 14)

Response

Program Title	BUSYTOWN MYSTERIES - I (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11-1130AM 1/1-1/29/11

Total times aired at regularly scheduled time	4
Total times aired	5
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	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 beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as 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. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. On January 1, 2011, WREG-TV ran a bonus episode of Sabrina's Secret Life instead of Busytown. Based on prior FCC staff advice regarding such bonus episodes, WREG-TV is not treating this as a preemption.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	BUSYTOWN MYSTERIES - I (Channel 3.1)
List date and time rescheduled	Sat 1/22/11 8-830AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	Sat 1/22/11
Reason for Preemption	Sports

Digital Core Program (6 of 14)	Response
Program Title	BUSYTOWN MYSTERIES - II (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 1130AM-12PM 1/1-1/29/11; Eff. 2/5/11 930-10AM
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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 beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as 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. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	BUSYTOWN MYSTERIES - II (Channel 3.1)
List date and time rescheduled	Sat 1/22/11 830-9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 1/22/11
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	BUSYTOWN MYSTERIES - II (Channel 3.1)
List date and time rescheduled	Sat 1/29/11 830-9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 1/29/11
Reason for Preemption	Sports

Digital Core Program (7 of 14)		Response
Program Title	TROLLZ (Channel 3.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat 1030-11AM Eff. 2/5/11	
Total times aired at regularly scheduled time	7	
Total times aired	8	
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	TROLLZ (Channel 3.1)
List date and time rescheduled	Sun 3/13/11 730-8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 3/12/11
Reason for Preemption	Sports

Digital Core Program (8 of 14)	Response
Program Title	HORSELAND - I (Channel 3.1)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 11-1130AM Eff. 2/5/11
Total times aired at regularly scheduled time	4
Total times aired	8
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. On Saturday, March 19th due to Technical Difficulty with WideOrbit automation locking up Horseland I did not run in its entirety.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	HORSELAND - I (Channel 3.1)
List date and time rescheduled	Sat 3/19/11 8-830AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 3/19/11
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	HORSELAND - I (Channel 3.1)
List date and time rescheduled	Sat 3/12/11 8-830AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 3/12/11
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	HORSELAND - I (Channel 3.1)
List date and time rescheduled	Sat 2/26/11 8-830AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 2/26/11
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	HORSELAND - I (Channel 3.1)
List date and time rescheduled	Sat 3/5/11 8-830AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 3/5/11
Reason for Preemption	Sports

Digital Core Program (9 of 14)

	Response
Program Title	HORSELAND - II (Channel 3.1)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 1130A-12PM Eff. 2/5/11
Total times aired at regularly scheduled time	3
Total times aired	8
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	HORSELAND - II (Channel 3.1)
List date and time rescheduled	Sat 3/5/11 830-9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	
Episode #	Sat 3/5/11
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	HORSELAND - II (Channel 3.1)
List date and time rescheduled	Sat 3/19/11 830-9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 3/19/11
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	HORSELAND - II (Channel 3.1)
List date and time rescheduled	Sat 2/26/11 830-9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 2/26/11
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	HORSELAND - II (Channel 3.1)
List date and time rescheduled	Sat 2/12/11 830-9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 2/12/11
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	HORSELAND - II (Channel 3.1)
List date and time rescheduled	Sat 3/12/11 830-9AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sat 3/12/11
Reason for Preemption	Sports

Digital Core Program (10 of 14)	Response
Program Title	CHANNEL 3 KNOWLEDGE BOWL (Channel 3.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sat 9-930AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This locally produced quiz show targets high school students that compete by correctly answering questions on science, history, literature, geography, math, current events, art, music and sports. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 14)	Response
Program Title	CHANNEL 3 KNOWLEDGE BOWL (Channel 3.2)
Origination	Local
Days/Times Program Regularly Scheduled	Sat 9AM-12PM
Total times aired at regularly scheduled time	78
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 locally produced quiz show targets high school students that compete by correctly answering questions on science, history, literature, geography, math, current events, art, music and sports. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 14)		Response
Program Title	MUSTARD PANCAKES (Channel 3.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat 9-930AM & 930-10AM	
Total times aired at regularly scheduled time	24	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	3 years to 6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D, and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (13 of 14)	Response
Program Title	CRITTER GITTERS (Channel 3.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10-1030AM & 1030-11AM
Total times aired at regularly scheduled time	24
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes have been produced in Costa Rica, Switzerland, the Florida Everglades, the Great Northwest, East Coast, Mid West...just about everywhere in the USA.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (14 of 14)		Response
Program Title	CURIOSITY QUEST (Channel 3.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	SAT 11-1130AM & 1130AM-12PM	
Total times aired at regularly scheduled time	24	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	9 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled:	Sat 530-6AM
Total times aired at regularly scheduled time:	5
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real 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, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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

Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 2)

	Response
Program Title	BUSYTOWN MYSTERIES I (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled:	Sat 530-6AM Eff. 2/5/11
Total times aired at regularly scheduled time:	8
Number of Preemptions	0
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 beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as 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. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

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	Debbie Bringle
Address	803 Channel 3 Drive
City	Memphis
State	TN
Zip	38103
Telephone Number	901-543-2136
Email Address	debbie.bringle@wreg.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.	After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies as follows: (i) the only programs specifically designed for children ages twelve and under that the station broadcast this quarter are disclosed in this report and (ii) the licensee fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to these programs. The station terminated analog operations on June 12, 2009. Questions 7(b) and 7 (c) are no longer applicable. WREG filed FCC 398 Children's programming first quarter report timely on 4/8/2011 and amended it and placed it in its public file.

Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	BUSYTOWN MYSTERIES - I (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 9-930AM Eff. 6/4/11
Total times aired at regularly scheduled time	4
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 beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as 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. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 11)	Response
Program Title	BUSYTOWN MYSTERIES - II (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 930-10AM
Total times aired at regularly scheduled time	13
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 beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as 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. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 11)

Response

Program Title	DOODLEBOPS ROCKIN' ROAD SHOW (Channel 3.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	Sat 10-1030AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	3 years to 8 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real 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, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (4 of 11)

Response

Program Title	TROLLZ (Channel 3.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	Sat 1030-11AM
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 11)	Response
Program Title	HORSELAND - I (Channel 3.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11-1130AM
Total times aired at regularly scheduled time	13
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 11)		Response
Program Title	HORSELAND - II (Channel 3.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat 1130AM-12PM	
Total times aired at regularly scheduled time	13	
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.	

Other Matters (7 of 11)		Response
Program Title	CHANNEL 3 KNOWLEDGE BOWL (Channel 3.1)	
Origination	Local	
Days/Times Program Regularly Scheduled	Sat 9-930AM 4/2-5/28/11	
Total times aired at regularly scheduled time	9	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This locally produced quiz show targets high school students that compete by correctly answering questions on science, history, literature, geography, math, current events, art, music and sports. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.	

Other Matters (8 of 11)		Response
Program Title	CHANNEL 3 KNOWLEDGE BOWL (Channel 3.2)	

Origination	Local
Days/Times Program Regularly Scheduled	Sat 9AM-12PM
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This locally produced quiz show targets high school students that compete by correctly answering questions on science, history, literature, geography, math, current events, art, music and sports. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (9 of 11)	
	Response
Program Title	MUSTARD PANCAKES (Channel 3.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 9-930AM & 930-10AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D, and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.

Other Matters (10 of 11)	
	Response
Program Title	CRITTER GITTERS (Channel 3.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10-1030AM & 1030-11AM
Total times aired at regularly scheduled time	26

Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes have been produced in Costa Rica, Switzerland, the Florida Everglades, the Great Northwest, East Coast, Mid West...just about everywhere in the USA.

Other Matters (11 of 11)

Response

Program Title	CURIOSITY QUEST (Channel 3.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11-1130AM & 1130AM-12PM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.

Certification

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

Attachments

No Attachments.