



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030190466** | File Number: **CPR-134489** | Submit Date: **10/08/2012** | Call Sign: **WDKA** | Facility ID: **39561** | City: **PADUCAH** | State: **KY**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/08/2012** | Filing Status: **Active**

Report reflects information for : **Third Quarter of 2012**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	MY NETWORK TV
	Nielsen DMA	Paducah-Cp Gird-Harris-MT Vrn.
	Web Home Page Address	WWW.MYWDKA.COM

**Digital Core
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	336.0
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:	6.0
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(13)

Digital Core Program (1 of 13)	Response
Program Title	WILD LTD
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAYS 7/2/12-9/3/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	10
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.	WILD LTD IS A CONSERVATION SERIES FOLLOWING THE ADVENTURES OF GAME RANGER MICHELLE GARFORTH-VENTER, BOTH ON LAND AND UNDER THE WATER. MICHELLE MEETS RESEARCHERS AND VETERINARIANS AND LEARNS ABOUT THEIR WORK; TEACHING VIEWERS ABOUT JOB OPPORTUNITIES IN THE CONSERVATION WORLD. THE SERIES TEACHES ABOUT THE ANATOMY OF VARIOUS SPECIES AND HOW WE CAN BETTER PRESERVE THEIR POPULATION NUMBERS. EACH EPISODE IS DESIGNED TO REVEAL TO YOUNG VIEWERS THE VALUE OF WILD SPACES AND THE CREATURES THAT LIVE THERE. WILD LTD AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 13)	Response
Program Title	ECO COMPANY

Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAYS 7/3/12-9/25/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS SERIES IS A TEEN-HOSTED PROGRAM PROFILING INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS AND ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY; AS WELL AS OFFERING ADVICE ON HOW TO BE MORE ECO-WISE WHILE PERFORMING DAILY ACTIVITIES. THE PROGRAM ALSO USES PEER REPORTING TO ADDRESS VARIOUS ENVIRONMENTAL ISSUES FROM A YOUTHFUL POINT OF VIEW, WHICH ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM, RATHER THAN JUST TALKING ABOUT THE IMPORTANCE OF LIVING GREEN. ECO COMPANY AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core
Program (3 of 13)
Response

Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated

Days/Times Program Regularly Scheduled	WEDNESDAYS 7/4/12-8/29/12 7:00AM-7:30AM; FRIDAYS 9/7/12-9/28/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH WEEK, JAROD LOOKS AT EXOTIC AND DOMESTIC ANIMALS FROM HIS OWN UNIQUE PERSPECTIVE AS HE TRAVELS TO ZOOS AND AQUARIUMS TO EXPLORE ANIMALS THAT FIT A PARTICULAR THEME, WHETHER IT'S A NEED FOR SPEED OR ANIMAL HEROES. FILLED WITH ENERGY, YOUTH AND HUMOR, IT IS THE MISSION OF THIS SERIES TO INSPIRE VIEWERS TO PRESERVE THE INNATE HUMAN INSTINCT TO EXPLORE. ANIMAL EXPLORATION WITH JAROD MILLER AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 13)

Response

Program Title	M@D ABOUT
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAYS 7/5/12-9/27/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	M@D ABOUT USES SKETCH COMEDY, MUSIC VIDEOS, ANIMATION AND KID ON THE STREET INTERVIEWS TO TEACH, ENTERTAIN AND INSPIRE TEENS TO MAKE QUALITY LIFE DECISIONS CONCERNING FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS. THE DIVERSE AND DYNAMIC CAST OF YOUNG PEOPLE WHO MAKE UP THE M@D ABOUT CAST COMBINE THEIR NATURAL CURIOSITY WITH THEIR ENTHUSIASM TO INFORM TEENS ABOUT TOPICS SUCH AS: WHAT IT MEANS TO BE "GREEN" AND HOW OUR ACTIONS IMPACT THE WORLD, HEALTHY SNACKS AND PROPER EXERCISE, FINANCIAL LITERACY AND THE IMPORTANCE OF FAMILY BUDGETING AND CYBERBULLY PREVENTION. M@D ABOUT AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 13)		Response
Program Title		LIVE LIFE AND WIN
Origination		Syndicated
Days/Times Program Regularly Scheduled		FRIDAYS 7/6/12-8/31/12 7:00AM-7:30AM; WEDNESDAYS 9/5/12-9/26/12 7:00AM-7:30AM
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE GOAL OF THIS SERIES IS TO INSPIRE AND ENLIGHTEN YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES, AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE, NUTRITION, HEALTH AND WELLNESS. THE SERIES WILL PROMOTE SUCH CRITICAL THEMES AS SOCIAL RESPONSIBILITY, PERSERVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT AND VOLUNTEERISM. LIVE LIFE AND WIN AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 13)

Response

Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7/7/12-9/29/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MADE IN HOLLYWOOD: TEEN EDITION GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE TV SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3-D TECHNOLOGY; INTRODUCING VIEWERS TO BEHIND-THE-SCENE FILMMAKING, SPECIAL EFFECTS TECHNIQUES AND CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL AND ARTISTIC SKILLS OF THE MOTION PICTURE AND TELEVISION INDUSTRIES. MADE IN HOLLYWOOD: TEEN EDITION AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 13)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7/7/12-9/1/12 7:30AM-8:00AM; SUNDAYS 9/9/12-9/30/12 10:00AM-10:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SPORTS STARS OF TOMORROW DISPLAYS THE HARD WORK AND DEDICATION THAT IT TAKES TO BE A TRUE SPORTS STAR. IT CHRONICLES THE TRIALS AND TRIBULATIONS OF THE YOUNG ATHLETES AS THEY STRIVE TO BECOME A TOP LEVEL PERFORMER. THE PROGRAM HELPS YOUNGSTERS REALIZE THAT THEIR FULL POTENTIAL IN BOTH LIFE AND THE PLAYING FIELD ARE ATTAINABLE WITH LOTS OF HARD WORK AND DETERMINATION. IT REINFORCES THE IMPORTANCE OF KEY VALUES LIKE DEDICATION, DISCIPLINE, COMMITMENT AND COMMUNITY INVOLVEMENT. THE SERIES ALSO PROVIDES IN-DEPTH, HUMAN INTEREST STORIES THAT REVEAL THE IMPORTANT CHALLENGES AND LESSONS THAT MOLD YOUNG ATHLETES. SPORTS STARS OF TOMORROW AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 13)	
	Response
Program Title	THINK BIG
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAYS 9/10/12-9/24/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	3
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE GOAL OF THIS SERIES IS TO EMPHASIZE THE IMPORTANCE OF HAVING A WORKING KNOWLEDGE OF MATH, SCIENCE AND PHYSICS. THE SERIES SHOWS CHILDREN ACTIVELY SOLVING PROBLEMS USING SCIENTIFIC PRINCIPLES, COMBINING SKILL AND CREATIVITY. THE SERIES ALSO DEMONSTRATES REAL WORLD APPLICATIONS FOR MATH, SCIENCE AND ENGINEERING, PROVING THAT THE PHYSICAL SCIENCES CAN BE USEFUL, CHALLENGING AND FUN. EACH EPISODE PRESENTS AN "INVENT-OFF" CHALLENGE, WHERE TEENAGE TEAMS MUST INVENT A MACHINE DESIGNED TO PERFORM A SPECIFIC TASK IN A LIMITED AMOUNT OF TIME, PROMOTING CREATIVE THINKING AND PRACTICAL SKILLS. THINK BIG AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 13)	Response
Program Title	ARIEL AND ZOEY, ELI TOO
Origination	Network
Days/Times Program Regularly Scheduled	MONDAY-FRIDAYS 7/2/12-8/30/12 4:30PM-5:00PM
Total times aired at regularly scheduled time	44
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS PROGRAM IS HOSTED BY THREE SIBLINGS: TWIN GIRLS ARIEL AND ZOEY, AND THEIR YOUNGER BROTHER ELI. AS HOSTS, THESE CHILDREN ENTERTAIN AND INFORM THEIR AUDIENCE THROUGH SONG, DANCE, MUSIC AND DIALOGUE. THIS SHOW SUPPORTS AND ENCOURAGES RESPECT FOR OTHERS, HAVING INTEGRITY, FOLLOWING DIRECTIONS, PUTTING FORTH YOUR BEST EFFORT AND TAKING RESPONSIBILITY, A WONDERFUL MESSAGE FOR CHILDREN. THIS PROGRAM IS AN UPBEAT, DIVERSE AND ENTERTAINING SERIES THAT INFORMS YOUNG PEOPLE ON A VARIETY OF SUBJECTS, WHILE KEEPING THEIR INTEREST. ARIEL AND ZOEY, ELI TOO AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2) AS A PART OF THE COOLTV NETWORK PROGRAMMING, WHICH WAS DISCONTINUED ON AUGUST 31.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 13)	Response
Program Title	BETA RECORDS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 7/7/12-8/25/12 7:00AM-7:30AM
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	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 WITH A MAGAZINE FORMAT THAT HAS SEGMENTS FEATURING MAJOR AND INDEPENDENT ARTIST INTERVIEWS AND UNPLUGGED PERFORMANCES. ALSO FEATURED ARE "ELECTRO" ROSS BLOMGREN'S TUTORIALS AND HOW-TO'S, PRODUCER AND MUSIC AND EXECUTIVE TIPS, INTERNET HEROES, THE VAULT, WHICH HAS LEGENDARY ARTISTS, AND DISCUSSIONS ABOUT MUSIC AS IT PERTAINS TO FASHION AND POP CULTURE. THROUGH THIS PROGRAM, VIEWERS LEARN THE INS AND OUTS OF THE MUSIC BUSINESS AND THE INFLUENCE MUSIC HAS ON OUR CULTURE. BETA RECORDS AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2) AS A PART OF THE COOLTV NETWORK PROGRAMMING, WHICH WAS DISCONTINUED ON AUGUST 31.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 13)	Response
Program Title	GINA D'S KIDS CLUB
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 7/7/12-9/29/12 7:00AM-7:30AM, 7:30AM-8:00AM, 8:00AM-8:30AM
Total times aired at regularly scheduled time	39
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GINA D IS A FUN LOVING, POSITIVE ROLE MODEL WHO HAS THE DEMEANOR AND APPEARANCE OF A YOUNG TEACHER AND IS PLAYFUL IN HER APPROACH TO THE TARGET AUDIENCE. IN ADDITION TO PUPPETS AND ANIMATED CHARACTERS, GINA D IS SURROUNDED BY A GROUP OF WHIMSICAL CHARACTERS WHICH INCLUDES SIMON, MISS MUFFIN THE COOK, MR. POCKETS AND PIERRE. AS THE PROGRAM TAKES ON AN INTERACTIVE QUALITY THROUGH QUESTIONS AND REACTIONS FROM GINA TO A MULTI-CULTURALLY DIVERSE GROUP OF YOUNGSTERS WHO ARE SOMETIMES ON AND OFF CAMERA, SHE ATTAINS AND MAINTAINS THE ATTENTION OF YOUNG CHILDREN TO HELP FURTHER DEVELOP THEIR SELF-IMAGE, SOCIAL SKILLS, AS WELL AS MATH AND READING READINESS. VARIOUS THEMES THROUGHOUT THE PROGRAM MAY INCLUDE BIKE SAFETY, NOT TALKING TO STRANGERS AND STOPPING AT TRAFFIC LIGHTS. THROUGH DIFFERENT SCENARIOS AND EASILY LEARNED ORIGINAL SONGS, THESE LESSONS ARE IMPARTED TO THE TARGET AUDIENCE. GINA D'S KIDS CLUB AIRED ON WDKA'S TERTIARY PROGRAM STREAM (CHANNEL 49-3) AS A PART OF THE COUNTRY NETWORK PROGRAMMING.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 13)	Response
Program Title	MUSTARD PANCAKES
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 7/7/12-9/29/12 8:30AM-9:00AM, 9:00AM-9:30AM
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES FEATURES THE GIFTED CAMPBELL AS HEAD OF A HOUSEHOLD THAT IS ALSO HOME TO OOGLEBERRY INK DOG, TINY TINA TEN TOES, MO AND THE LONE CAT, AND MR. D UNDER CAMPBELL'S THOUGHTFUL, TENDER CARE AND GUIDANCE, HER PETS DISCOVER THE WORLD AROUND THEM, GROW EMOTIONALLY AND FIND SOLUTIONS TO THEIR DAILY CHALLENGES. THE MUSIC-DRIVEN SHOW CELEBRATES THE JOY OF CHILDHOOD THROUGH THE POWER OF MUSIC, STORYTELLING AND APPEALING CHARACTERS. THE SHOW'S NURTURING ENVIRONMENT FEATURES A CAST OF COLORFUL AND ADORABLE PUPPET CHARACTERS WHO SUPPORT EACH OTHER'S GROWTH AND WORK TOGETHER TO OVERCOME THE DAY-TO-DAY CHALLENGES ALL CHILDREN FACE. MUSTARD PANCAKES AIRED ON WDKA'S TERTIARY PROGRAM STREAM (CHANNEL 49-3) AS A PART OF THE COUNTRY NETWORK PROGRAMMING.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 13)	Response
Program Title	CHILDREN TALK
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 7/7/12-9/29/12 9:30AM-10:00AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 6 years

<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p>	<p>CHILDREN TALK IS A SERIES WHERE CHILDREN TALK ABOUT WHAT THEY KNOW AND LEARN ABOUT WHAT THEY DON'T. FEATURING VENTRILOQUIST TAYLOR MASON, EACH EPISODE PROVIDES YOUNG VIEWERS WITH AN EDUCATIONAL EXPERIENCE BY VISITING A VARIETY OF LOCATIONS WITH HISTORICAL OR SCIENTIFIC SIGNIFICANCE. VISITS ARE COMBINED WITH PRACTICAL DEMONSTRATIONS AND USEFUL INFORMATION FOR BUILDING IMPORTANT LIFE SKILLS. THE SERIES ALSO INCLUDES AN INTERVIEW SEGMENT WHERE CHILDREN PARTICIPATE IN A QUESTION AND ANSWER SESSION ON WHAT THEY HAVE LEARNED. CHILDREN TALK AIRED ON WDKA'S TERTIARY PROGRAMMING STREAM (CHANNEL 49-3) AS A PART OF THE COUNTRY NETWORK PROGRAMMING.</p>
<p>Does the Licensee identify the program by displaying throughout the program the symbol E/I?</p>	<p>Yes</p>

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAYS 8/12/12-9/2/12 9:30AM-10:00AM
Total times aired at regularly scheduled time:	4
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SPORTS STARS OF TOMORROW DISPLAYS THE HARD WORK AND DEDICATION THAT IT TAKES TO BE A TRUE SPORTS STAR. IT CHRONICLES THE TRIALS AND TRIBULATIONS OF THE YOUNG ATHLETES AS THEY STRIVE TO BECOME A TOP LEVEL PERFORMER. THE PROGRAM HELPS YOUNGSTERS REALIZE THAT THEIR FULL POTENTIAL IN BOTH LIFE AND THE PLAYING FIELD ARE ATTAINABLE WITH LOTS OF HARD WORK AND DETERMINATION. IT REINFORCES THE IMPORTANCE OF KEY VALUES LIKE DEDICATION, DISCIPLINE, COMMITMENT AND COMMUNITY INVOLVEMENT. THE SERIES ALSO PROVIDES IN-DEPTH, HUMAN INTEREST STORIES THAT REVEAL THE IMPORTANT CHALLENGES AND LESSONS THAT MOLD YOUNG ATHLETES. SPORTS STARS OF TOMORROW AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

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

Questions	Response
Program Title	WILD LTD
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAYS 9/9/12-9/16/12 5:00AM-5:30AM
Total times aired at regularly scheduled time:	2
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILD LTD IS A CONSERVATION SERIES FOLLOWING THE ADVENTURES OF GAME RANGER MICHELLE GARFORTH-VENTER, BOTH ON LAND AND UNDER THE WATER. MICHELLE MEETS RESEARCHERS AND VETERINARIANS AND LEARNS ABOUT THEIR WORK; TEACHING VIEWERS ABOUT JOB OPPORTUNITIES IN THE CONSERVATION WORLD. THE SERIES TEACHES ABOUT THE ANATOMY OF VARIOUS SPECIES AND HOW WE CAN BETTER PRESERVE THEIR POPULATION NUMBERS. EACH EPISODE IS DESIGNED TO REVEAL TO YOUNG VIEWERS THE VALUE OF WILD SPACES AND THE CREATURES THAT LIVE THERE. WILD LTD AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
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Date Time	
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**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	ALAN MUSTER
Address	806 ENTERPRISE ST.
City	CAPE GIRARDEAU
State	MO
Zip	63703
Telephone Number	573-331-2121
Email Address	AMUSTER@KBSI.SBGNET.COM
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	WDKA BROADCAST THE COOLTV NETWORK ON ITS DIGITAL SECONDARY PROGRAM STREAM (CHANNEL 49-2), ENDING ON AUGUST 31, AND THE COUNTRY NETWORK ON ITS TERTIARY PROGRAM STREAM (CHANNEL 49-3), INCLUDING ALL EDUCATIONAL PROGRAMMING. -- WDKA AIRED NUMEROUS PSAS DURING CHILDREN'S PROGRAMMING ADDRESSING ISSUES THAT ARE OF IMPORTANCE TO KIDS, SUCH AS: LITERACY, STAYING IN SCHOOL, PHYSICAL FITNESS, SWIMMING AND WATER SAFETY, BOY SCOUTING, EMERGENCY PREPAREDNESS AND ENERGY CONSERVATION.

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	THINK BIG
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAYS 10/1/12-12/31/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE GOAL OF THIS SERIES IS TO EMPHASIZE THE IMPORTANCE OF HAVING A WORKING KNOWLEDGE OF MATH, SCIENCE AND PHYSICS. THE SERIES SHOWS CHILDREN ACTIVELY SOLVING PROBLEMS USING SCIENTIFIC PRINCIPLES, COMBINING SKILL AND CREATIVITY. THE SERIES ALSO DEMONSTRATES REAL WORLD APPLICATIONS FOR MATH, SCIENCE AND ENGINEERING, PROVING THAT THE PHYSICAL SCIENCES CAN BE USEFUL, CHALLENGING AND FUN. EACH EPISODE PRESENTS AN "INVENT-OFF" CHALLENGE, WHERE TEENAGE TEAMS MUST INVENT A MACHINE DESIGNED TO PERFORM A SPECIFIC TASK IN A LIMITED AMOUNT OF TIME, PROMOTING CREATIVE THINKING AND PRACTICAL SKILLS. THINK BIG WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (2 of 10)	Response
Program Title	ECO COMPANY
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAYS 10/2/12-12/25/12 7:00AM-7:30AM
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.	THIS SERIES IS A TEEN-HOSTED PROGRAM PROFILING INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS AND ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY; AS WELL AS OFFERING ADVICE ON HOW TO BE MORE ECO-WISE WHILE PERFORMING DAILY ACTIVITIES. THE PROGRAM ALSO USES PEER REPORTING TO ADDRESS VARIOUS ENVIRONMENTAL ISSUES FROM A YOUTHFUL POINT OF VIEW, WHICH ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM, RATHER THAN JUST TALKING ABOUT THE IMPORTANCE OF LIVING GREEN. ECO COMPANY WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (3 of 10)

	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAYS 10/3/12-12/26/12 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE GOAL OF THIS SERIES IS TO INSPIRE AND ENLIGHTEN YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES, AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE, NUTRITION, HEALTH AND WELLNESS. THE SERIES WILL PROMOTE SUCH CRITICAL THEMES AS SOCIAL RESPONSIBILITY, PERSERVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT AND VOLUNTEERISM. LIVE LIFE AND WIN WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (4 of 10)

	Response
Program Title	M@D ABOUT
Origination	Syndicated
Days/Times Program Regularly Scheduled	THURSDAYS 10/4/12-12/27/12 7:00AM-7:30AM
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.	M@D ABOUT USES SKETCH COMEDY, MUSIC VIDEOS, ANIMATION AND KID ON THE STREET INTERVIEWS TO TEACH, ENTERTAIN AND INSPIRE TEENS TO MAKE QUALITY LIFE DECISIONS CONCERNING FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS. THE DIVERSE AND DYNAMIC CAST OF YOUNG PEOPLE WHO MAKE UP THE M@D ABOUT CAST COMBINE THEIR NATURAL CURIOSITY WITH THEIR ENTHUSIASM TO INFORM TEENS ABOUT TOPICS SUCH AS: WHAT IT MEANS TO BE "GREEN" AND HOW OUR ACTIONS IMPACT THE WORLD, HEALTHY SNACKS AND PROPER EXERCISE, FINANCIAL LITERACY AND THE IMPORTANCE OF FAMILY BUDGETING AND CYBERBULLY PREVENTION. M@D ABOUT WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (5 of 10)

Response	
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAYS 10/5/12-12/28/12 7:00AM-7:30AM
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.	EACH WEEK, JAROD LOOKS AT EXOTIC AND DOMESTIC ANIMALS FROM HIS OWN UNIQUE PERSPECTIVE AS HE TRAVELS TO ZOOS AND AQUARIUMS TO EXPLORE ANIMALS THAT FIT A PARTICULAR THEME, WHETHER IT'S A NEED FOR SPEED OR ANIMAL HEROES. FILLED WITH ENERGY, YOUTH AND HUMOR, IT IS THE MISSION OF THIS SERIES TO INSPIRE VIEWERS TO PRESERVE THE INNATE HUMAN INSTINCT TO EXPLORE. ANIMAL EXPLORATION WITH JAROD MILLER WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (6 of 10)

Response	
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10/6/12-12/29/12 7:00AM-7:30AM
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.	MADE IN HOLLYWOOD: TEEN EDITION GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE TV SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3-D TECHNOLOGY; INTRODUCING VIEWERS TO BEHIND-THE-SCENE FILMMAKING, SPECIAL EFFECTS TECHNIQUES AND CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL AND ARTISTIC SKILLS OF THE MOTION PICTURE AND TELEVISION INDUSTRIES. MADE IN HOLLYWOOD: TEEN EDITION WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (7 of 10)

Response

Program Title	SPORTS STARS OF TOMORROW
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SUNDAYS 10/7/12-12/20/12 10:00AM-10:30AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SPORTS STARS OF TOMORROW DISPLAYS THE HARD WORK AND DEDICATION THAT IT TAKES TO BE A TRUE SPORTS STAR. IT CHRONICLES THE TRIALS AND TRIBULATIONS OF THE YOUNG ATHLETES AS THEY STRIVE TO BECOME A TOP LEVEL PERFORMER. THE PROGRAM HELPS YOUNGSTERS REALIZE THAT THEIR FULL POTENTIAL IN BOTH LIFE AND THE PLAYING FIELD ARE ATTAINABLE WITH LOTS OF HARD WORK AND DETERMINATION. IT REINFORCES THE IMPORTANCE OF KEY VALUES LIKE DEDICATION, DISCIPLINE, COMMITMENT AND COMMUNITY INVOLVEMENT. THE SERIES ALSO PROVIDES IN-DEPTH, HUMAN INTEREST STORIES THAT REVEAL THE IMPORTANT CHALLENGES AND LESSONS THAT MOLD YOUNG ATHLETES. SPORTS STARS OF TOMORROW WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).
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Other Matters (8 of 10)

Response

Program Title	GINA D'S KIDS CLUB
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 10/6/12-12/29/12 7:00AM-7:30AM, 7:30AM-8:00AM, 8:00AM-8:30AM
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Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GINA D IS A FUN LOVING, POSITIVE ROLE MODEL WHO HAS THE DEMEANOR AND APPEARANCE OF A YOUNG TEACHER AND IS PLAYFUL IN HER APPROACH TO THE TARGET AUDIENCE. IN ADDITION TO PUPPETS AND ANIMATED CHARACTERS, GINA D IS SURROUNDED BY A GROUP OF WHIMSICAL CHARACTERS WHICH INCLUDES SIMON, MISS MUFFIN THE COOK, MR. POCKETS AND PIERRE. AS THE PROGRAM TAKES ON AN INTERACTIVE QUALITY THROUGH QUESTIONS AND REACTIONS FROM GINA TO A MULTI-CULTURALLY DIVERSE GROUP OF YOUNGSTERS WHO ARE SOMETIMES ON AND OFF CAMERA, SHE ATTAINS AND MAINTAINS THE ATTENTION OF YOUNG CHILDREN TO HELP FURTHER DEVELOP THEIR SELF-IMAGE, SOCIAL SKILLS, AS WELL AS MATH AND READING READINESS. VARIOUS THEMES THROUGHOUT THE PROGRAM MAY INCLUDE BIKE SAFETY, NOT TALKING TO STRANGERS AND STOPPING AT TRAFFIC LIGHTS. THROUGH DIFFERENT SCENARIOS AND EASILY LEARNED ORIGINAL SONGS, THESE LESSONS ARE IMPARTED TO THE TARGET AUDIENCE. GINA D'S KIDS CLUB WILL BE BROADCAST ON WDKA'S TERTIARY PROGRAM STREAM (CHANNEL 49-3) AS A PART OF THE COUNTRY NETWORK PROGRAMMING.

Other Matters (9 of 10)	Response
Program Title	MUSTARD PANCAKES
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/6/12-12/29/12 8:30AM-9:00AM, 9:00AM-9:30AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES FEATURES THE GIFTED CAMPBELL AS HEAD OF A HOUSEHOLD THAT IS ALSO HOME TO OOGLEBERRY INK DOG, TINY TINA TEN TOES, MO AND THE LONE CAT, AND MR. D UNDER CAMPBELL'S THOUGHTFUL, TENDER CARE AND GUIDANCE, HER PETS DISCOVER THE WORLD AROUND THEM, GROW EMOTIONALLY AND FIND SOLUTIONS TO THEIR DAILY CHALLENGES. THE MUSIC-DRIVEN SHOW CELEBRATES THE JOY OF CHILDHOOD THROUGH THE POWER OF MUSIC, STORYTELLING AND APPEALING CHARACTERS. THE SHOW'S NURTURING ENVIRONMENT FEATURES A CAST OF COLORFUL AND ADORABLE PUPPET CHARACTERS WHO SUPPORT EACH OTHER'S GROWTH AND WORK TOGETHER TO OVERCOME THE DAY-TO-DAY CHALLENGES ALL CHILDREN FACE. MUSTARD PANCAKES WILL BE BROADCAST ON WDKA'S TERTIARY PROGRAM STREAM (CHANNEL 49-3) AS A PART OF THE COUNTRY NETWORK PROGRAMMING.

Other Matters (10 of 10)	Response
Program Title	CHILDREN TALK
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10/6/12-12/29/12 9:30AM-10:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CHILDREN TALK IS A SERIES WHERE CHILDREN TALK ABOUT WHAT THEY KNOW AND LEARN ABOUT WHAT THEY DON'T. FEATURING VENTRILOQUIST TAYLOR MASON, EACH EPISODE PROVIDES YOUNG VIEWERS WITH AN EDUCATIONAL EXPERIENCE BY VISITING A VARIETY OF LOCATIONS WITH HISTORICAL OR SCIENTIFIC SIGNIFICANCE. VISITS ARE COMBINED WITH PRACTICAL DEMONSTRATIONS AND USEFUL INFORMATION FOR BUILDING IMPORTANT LIFE SKILLS. THE SERIES ALSO INCLUDES AN INTERVIEW SEGMENT WHERE CHILDREN PARTICIPATE IN A QUESTION AND ANSWER SESSION ON WHAT THEY HAVE LEARNED. CHILDREN TALK WILL BE BROADCAST ON WDKA'S TERTIARY PROGRAMMING STREAM (CHANNEL 49-3) AS A PART OF THE COUNTRY NETWORK PROGRAMMING.

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>WDKA ACQUISITION CORPORATION</p>

Attachments

No Attachments.