

(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** File Number: **CPR-118878** Submit Date: **04/06/2011** Call Sign: **WFRV-TV** Facility ID: **9635** 

City: **GREEN BAY** State: **WI** 

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

04/06/2011 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 |  |
|-----------|---------|-------|-------|----------------|--|
|-----------|---------|-------|-------|----------------|--|

Contact Representatives (0) Contact Name Address Phone Email Contact Type

#### Children's Television Information

| Section      | Question              | Response            |
|--------------|-----------------------|---------------------|
| Station Type | Station Type          | Network Affiliation |
|              | Affiliated network    | CBS                 |
|              | Nielsen DMA           | Green Bay-Appleton  |
|              | Web Home Page Address | www.wfrv.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  | 0.0      |
| 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:  | 0.0      |
| 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? | No       |

### Digital Core Programs(12)

| Digital Core<br>Program (1<br>of 12)   | Response   |
|--|--|
| Program Title  | DOODLEBOPS ROCKIN' ROAD SHOW - I   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9-9:30am  |
| Total times aired at regularly scheduled time  | 5  |
| Total times aired  |  |
| Number of Preemptions  | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Digital Core<br>Program (2<br>of 12)   | Rasnonsa   |
|--|--|
| Program Title  | DOODLEBOPS ROCKIN' ROAD SHOW - II  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturdays, 9:30-10am   |
| Total times aired at regularly scheduled time  | 5  |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>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 Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes  |

| Digital Core  |  |  |  |
|---------------|--|--|--|
| Program (3 of |  |  |  |
| 12)           |  |  |  |

| Program Title  | SABRINA'S SECRET LIFE   |
|--|---|
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10-10:30am   |
| Total times<br>aired at<br>regularly<br>scheduled time   | 5   |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>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 strugged with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help provide to understand many of the social issues they confront in their day-to-day lives. Sabrina mode positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competend 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 significate purpose, and otherwise meets the definition of Core Programming as specified in the Commission's |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core<br>Program (4 of<br>12) | Response                     |
|--------------------------------------|------------------------------|
| Program Title                        | SABRINA: THE ANIMATED SERIES |
| Origination                          | Network                      |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10:30-11am   |
|--|---|
| Total times<br>aired at<br>regularly<br>scheduled time   | 5   |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?         | Yes   |

| Digital Core<br>Program (5<br>of 12)            | Response               |
|---|------------------------|
| Program Title                                   | BUSYTOWN MYSTERIES - I |
| Origination                                     | Network                |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays, 8-8:30am    |

| Total times<br>aired at     | 5   |
|-----------------------------|---|
| 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                      | 3 years to 7 years  |
| Target Child                |   |
| Audience                    |   |
| Describe the                | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries bring        |
| educational                 | the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children         |
| and                         | can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled              |
| informational               | adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem            |
| objective of                | solving abilities, as the characters use their skills of observation to collect facts, draw inferences from the |
| the program                 | facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and                |
| and how it                  | concepts that are part of the episode's overall theme. This program is specifically designed to further the     |
| meets the                   | educational and informational needs of children, has educating and informing children as a significant          |
| definition of<br>Core       | purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules          |
| Programming.                |   |
|                             |   |
| Does the                    | Yes   |
| Licensee                    |   |
| identify the                |   |
| program by                  |   |
| displaying                  |   |
| throughout                  |   |
| the program<br>the symbol E |   |
| THE SYLLIDOLE               |   |

| Digital Core<br>Program (6<br>of 12)            | Response                |
|---|-------------------------|
| Program Title                                   | BUSYTOWN MYSTERIES - II |
| Origination                                     | Network                 |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays, 8:30-9am     |

| Total times aired at regularly   | 5  |
|--|--|
| scheduled<br>time  |  |
| Total times aired  |  |
| Number of Preemptions  | 0  |
| Number of Preemptions for other than Breaking News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>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 thos 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 //?                             | Yes  |

| Digital Core<br>Program (7<br>of 12)            | Response              |
|---|-----------------------|
| Program Title                                   | TROLLZ                |
| Origination                                     | Network               |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays, 10:30-11am |

| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 8  |
|--|--|
| Total times aired  | 8  |
| Number of<br>Preemptions   | 1  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 1  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

#### **Digital Preemption Programs #1**

| Questions  | Response       |
|--|----------------|
| Title of Program   | TROLLZ         |
| List date and time rescheduled   | March 26, 2011 |
| 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 #  | March 12, 2011 |

Reason for Preemption Sports

| Digital Core<br>Program (8<br>of 12)   | Response  |
|--|---|
| Program Title  | HORSELAND - I   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 8-8:30am   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 8   |
| Total times aired  |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 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 the 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 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 a 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 Core<br>Program (9<br>of 12)   | Response  |
|--|---|
| Program Title  | HORSELAND - II  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 8:30-9am   |
| Total times aired at regularly scheduled time  | 8   |
| Total times aired  |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 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   |

| <b>Digital Core</b> |
|---------------------|
| Program (10         |
| of 12)              |

| Program Title  | BUSYTOWN MYSTERIES - I   |
|--|--|
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9-9:30am  |
| Total times aired at regularly scheduled time  | 8  |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 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 bring 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 the 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 rule |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Digital Core<br>Program (11 |                         |
|-----------------------------|-------------------------|
| of 12)                      | Response                |
| Program Title               | BUSYTOWN MYSTERIES - II |

| Origination  | Network  |
|--|--|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9:30-10am   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 8  |
| Total times aired  |  |
| Number of Preemptions  | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 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 be the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Child 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 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 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 respective contents. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Pigital Core<br>Program (12 |                              |
|-----------------------------|------------------------------|
| of 12)                      | Response                     |
| Program Title               | DOODLEBOPS ROCKIN' ROAD SHOW |
| Origination                 | Network                      |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10-10:30am  |
|--|--|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 8  |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 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 Dood three animated young members of a band. The child then enters the animated world of the Doodlenet, 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 encapsula the educational message. Specific educational objectives of the program include encouraging viewers 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 education 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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/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  | Jaci Haakonson  |
| Address   | 1181 E. Mason St.   |
| City  | Green Bay   |
| State   | WI  |
| Zip   | 54301   |
| Telephone Number  | 920-437-5411  |
| Email Address   | jaci.haakonson@wfrv.  |
| 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. | Trollz was preempted on 3/12/11 due to coverage of the Buick Conference USA Championship. It was made good on 3/26/11 at 11:30am. |

## Other Matters (6)

Programming.

| Other Matters (1 of 6)  | Response  |
|---|---|
| Program Title   | BUSYTOWN MYSTERIES - I  |
| Origination   | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Saturdays, 9-9:30am   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time   | 13  |
| Length of Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from  | 3 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core | 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<br>Matters (2 of<br>6)                  | Response                |
|---|-------------------------|
| Program Title                                 | BUSYTOWN MYSTERIES - II |
| Origination                                   | Network                 |
| Days/Times Program Regularly Scheduled        | Saturdays, 9:30-10am    |
| Total times aired at regularly scheduled time | 13                      |
| Length of Program                             | 30 mins                 |
| Age of<br>Target Child<br>Audience<br>from    | 3 years to 7 years      |

Describe the educational and informational objective of the program and how it meets the definition of Core
Programming.

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<br>Matters (3 of<br>6)   | Response   |
|--|--|
| Program Title  | DOODLEBOPS ROCKIN' ROAD SHOW   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 10-10:30am  |
| Total times aired at regularly scheduled time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 3 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of | 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. |

| Other<br>Matters (4 of<br>6)                    | Response              |
|---|-----------------------|
| Program Title                                   | TROLLZ                |
| Origination                                     | Network               |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays, 10:30-11am |

| Total times  | 13                  |  |
|--------------|---------------------|--|
| aired at     |                     |  |
| regularly    |                     |  |
| scheduled    |                     |  |
| time         |                     |  |
| Length of    | 30 mins             |  |
| Program      |                     |  |
| Age of       | 8 years to 12 years |  |
| Target Child |                     |  |
| Audience     |                     |  |
| from         |                     |  |

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 6)                          | Response            |
|---|---------------------|
| Program Title                                   | HORSELAND - I       |
| Origination                                     | Network             |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays, 8-8:30am |
| Total times aired at regularly scheduled time   | 13                  |
| Length of<br>Program                            | 30 mins             |
| Age of<br>Target Child<br>Audience<br>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<br>Matters (6 of<br>6)   | Response  |
|--|---|
| Program Title  | HORSELAND - II  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 8:30-9am   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of<br>Target Child<br>Audience<br>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. |

#### 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 for the Authorization(s) specified above.

WFRV and WJMN Television Station Inc. **Attachments** 

No Attachments.