

(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0013521695** | File Number: **CPR-130813** | Submit Date: **07/02/2012** | Call Sign: **WTVT** | Facility ID: **68569** | City:

TAMPA State: FL

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

07/02/2012 Filing Status: Active

# Report reflects information for : Second 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 |  |
|-----------|---------|-------|-------|----------------|--|
|-----------|---------|-------|-------|----------------|--|

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    | Fox                    |
|              | Nielsen DMA           | Tampa-St.Pete-Sarasota |
|              | Web Home Page Address | www.myfoxtampabay.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? | Yes      |

# Digital Core Programs(7)

| Digital Core<br>Program (1<br>of 7)  | Response   |
|--|--|
| Program Title  | Wild About Animals   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9:00am-9:30am (04/07/12-06/30/12)   |
| Total times aired at regularly scheduled time  | 13   |
| 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   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | A significant purpose of WILD ABOUT ANIMALS is to educate and inform children between the ages of 13 and 16. The educational and informational objectives of the series are to educate and inform these children by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four (4) stories designed to teach children about exotic and unique animals, as well as to educate them further about animals they see every day. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |
| 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 of 7)   | Response   |
|--|--|
| Program Title  | Sports Stars of Tomorrow   |
| Origination  | Syndicated   |
| Days/Times<br>Program Regularly<br>Scheduled   | Saturday, 9:30am-10:00am (04/07/12-06/30/12)   |
| Total times aired at regularly scheduled time  | 13   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of Preemptions for other than Breaking News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of Target Child<br>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 is a weekly TV magazine that presents inspirational stories and the achievements of teenagers who have excelled in sports and life through hard work and dedication. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core<br>Program (3 of 7)              | Response                                       |
|---|--|
| Program Title                                 | Live Life & Win                                |
| Origination                                   | Syndicated                                     |
| Days/Times<br>Program Regularly<br>Scheduled  | Saturdays, 10:00am-10:30am (04/07/12-06/30/12) |
| Total times aired at regularly scheduled time | 13   |
| Total times aired                             |  |

| Number of<br>Preemptions   | 0   |
|--|---|
| Number of Preemptions for other than Breaking News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of Target Child<br>Audience  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | LIVE LIFE & WIN highlights inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community, and considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, a other life skills. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcand in listings provided to publishers of program guides. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core<br>Program (4<br>of 7)                | Response                                       |
|--|--|
| Program Title                                      | FOX13 Magazine                                 |
| Origination  | Syndicated                                     |
| Days/Times<br>Program<br>Regularly<br>Scheduled    | Saturdays, 10:30am-11:00am (04/07/12-06/30/12) |
| Total times aired at regularly scheduled time      | 12   |
| Total times aired                                  | 12   |
| Number of<br>Preemptions                           | 1  |
| Number of Preemptions for other than Breaking News |  |

| Number of<br>Preemptions<br>Rescheduled  | 0  |
|--|--|
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | A significant purpose of FOX13 MAGAZINE is to educate and inform children between the ages of 13 and 16 years about issues, concerns and news of importance to them in their respective communities. Written and produced entirely by Tampa Bay area high school students, FOX13 MAGAZINE also gives its young participants an opportunity to write, shoot and report their own news and information packages. The experience allows students from the community to learn how to collaborate, listen, observe and think critically, while working in a professional environment. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |
| 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   | FOX13 Magazine |
| List date and time rescheduled   |                |
| Is the rescheduled date the second home?   |                |
| Were promotional efforts made to notify the public of rescheduled date and time? |                |
| Date Preempted   |                |
| Episode #  | 4/28/12; FM16  |
| Reason for Preemption  | Other          |

| Digital Core<br>Program (5<br>of 7)             | Response                                     |
|---|--|
| Program Title                                   | Awesome Adventures                           |
| Origination                                     | Syndicated                                   |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sundays, 10:00am-10:30am (04/01/12-06/24/12) |

| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
|--|--|
| 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   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | A significant purpose of AWESOME ADVENTURES is to educate and inform children between the age 13 and 16. The educational and informational objectives of the series are to educate and inform children taking kids, ages 13 to 16, on incredible journeys all over the world. The destinations and activities are diverse, from snowboarding down the Alps in Switzerland, to visiting a rain forest in Costa Rica, with the goal of making the series truly educational, entertaining and "family-friendly." AWESOME ADVENTURI has been the recipient of numerous awards including a Gold Medal from the National Association of Parenting Publications (NAPPA), Honors from the Dove Foundation, and the Parent's Guide to Children Media, and a Parent's Choice Award. The Annenberg Public Policy Center of The University of Pennsylvania rated this show as highly educational. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and is identified as an education and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadd and in listings provided to publishers of program guides. |
| Does the Licensee identify the program by displaying throughout the program the symbol E ///?                            | Yes  |

| Digital Core<br>Program (6<br>of 7)             | Response                                     |
|---|--|
| Program Title                                   | Animal Atlas                                 |
| Origination                                     | Syndicated                                   |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sundays, 10:30am-11:00am (04/01/12-06/24/12) |

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| 30 mins  |
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| 13 years to 16 years   |
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|  |
| A significant purpose of ANIMAL ATLAS is to educate and inform children between the ages of 13 and 16.   |
| The educational and informational objectives of the series are to educate and inform these children in the   |
| classic tradition of NATIONAL GEOGRAPHIC. ANIMAL ATLAS is an entertaining and educational half-hou   |
| program that explores the world of animal wildlife, promoting a better understanding of how various animal   |
| species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of topics such as animal appetites, antics, and babies. Focus shows will provide a thorough |
| and entertaining exploration of specific animals and take viewers into that animal's world. ANIMAL ATLAS   |
| also promotes responsibility toward wildlife issues by educating the viewer about endangered species,  |
| wildlife habits, and wildlife conservation. The program is 30 minutes in length, and is identified as an   |
| educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each  |
| broadcast and in listings provided to publishers of program guides.  |
| Yes  |
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| Digital Core<br>Program (7<br>of 7)             | Response                                    |
|---|---|
| Program Title                                   | MLB Player Poll                             |
| Origination                                     | Network                                     |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays, 3:00pm-3:30pm (04/07/12-6/30/12) |

| Total times aired at regularly scheduled time  | 9  |
|--|--|
| Total times aired  | 13   |
| Number of<br>Preemptions   | 4  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 4  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be repreented graphically using tradional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. MLB Player Poll will move to its 2nd home, Saturdays at 12p, on four dates, 4/14, 4/28, 5/12 and 5/19. Each move will be promoted for two weeks. |
| 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   | MLB Player Poll   |
| List date and time rescheduled   | 04/14/12; 12:00pm |
| 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 #             | 04/14/12; Network |
|-----------------------|-------------------|
| Reason for Preemption | Sports            |

#### **Digital Preemption Programs #2**

| Questions  | Response          |
|--|-------------------|
| Title of Program   | MLB Player Poll   |
| List date and time rescheduled   | 04/28/12; 12:00pm |
| 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 #  | 04/28/12; Network |
| Reason for Preemption  | Sports            |

#### **Digital Preemption Programs #3**

| Questions  | Response          |
|--|-------------------|
| Title of Program   | MLB Player Poll   |
| List date and time rescheduled   | 05/12/12; 12:00pm |
| 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 #  | 05/12/12; Network |
| Reason for Preemption  | Sports            |

#### **Digital Preemption Programs #4**

| Questions  | Response          |
|--|-------------------|
| Title of Program   | MLB Player Poll   |
| List date and time rescheduled   | 05/19/12; 12:00pm |
| 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 #  | 05/19/12; Network |
| Reason for Preemption  | Sports            |

#### Non-Core Educational and Informational Programming (1)

| Non-Core Educational and Informational Programming (1 of 1)   | Response   |
|---|--|
| Program Title   | Wild About Animals   |
| Origination   | Syndicated   |
| Days/Times<br>Program Regularly<br>Scheduled:   | Saturdays, 5:30am-6:00am (04/07/12-06/30/12)   |
| Total times aired at regularly scheduled time:  | 13   |
| Number of<br>Preemptions  | -1   |
| Length of Program   | 30 mins  |
| Age of Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming.  | A significant purpose of WILD ABOUT ANIMALS is to educate and inform children between the ages of 13 and 16. The educational and informational objectives of the series are to educate and inform these children by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four (4) stories designed to teach children about exotic and unique animals, as well as to educate them further about animals they see every day. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |
| 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  | Renee<br>Swearingen   |
| Address   | P.O. Box<br>31113   |
| City  | Tampa   |
| State   | FL  |
| Zip   | 33609   |
| Telephone Number  | 813-870-<br>9611  |
| Email Address   |   |
| 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. | FOX13 Magazine was lost on 4/28/12 due to technical difficulty. |

# Other Matters (9)

| Other Matters (1 of 9)   | Response   |
|--|--|
| Program Title  | Wild About Animals   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays, 9:00am-9:30am (07/07/12-09/29/12)   |
| Total times<br>aired at<br>regularly<br>scheduled time   | 13   |
| Length of<br>Program   | 30 mins  |
| Age of Target<br>Child Audience<br>from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | A significant purpose of WILD ABOUT ANIMALS is to educate and inform children between the ages of 13 and 16 by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four (4) stories designed to teach children about exotic and unique animals, as well as to educate them further about animals they see every day. The program will be regularly scheduled and air between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |

| Other Matters (2 of 9)   | Response  |
|--|---|
| Program Title  | Sports Stars of Tomorrow  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturdays, 9:30am-10:00am (07/07/12-09/29/12)   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child<br>Audience from   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | SPORTS STARS OF TOMORROW is a weekly TV magazine that presents inspirational stories and the achievements of teenagers who have excelled in sports and life through hard work and dedication. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. |

| Other Matters (3 of |          |
|---------------------|----------|
| 9)                  | Response |

| Program Title  | Live Life & Win   |
|--|---|
| Origination  | Syndicated  |
| Days/Times<br>Program Regularly<br>Scheduled   | Saturdays, 10:00am-10:30am (07/07/12-09/29/12)  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child<br>Audience from   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | LIVE LIFE & WIN highlights inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community, and considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and other life skills. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. |

| Other<br>Matters (4 of<br>9)  | Response  |
|---|---|
| Program Title   | FOX13 Magazine  |
| Origination   | Syndicated  |
| Days/Times Program Regularly Scheduled  | Saturdays, 10:30am-11:00am (07/07/12-09/29/12)  |
| Total times aired at regularly scheduled time   | 13  |
| Length of<br>Program  | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core | A significant purpose of FOX13 MAGAZINE is to educate and inform children between the ages of 13 and 16 years about issues, concerns and news of importance to them in their respective communities. Written and produced entirely by Tampa Bay area high school students, FOX13 MAGAZINE also gives its young participants an opportunity to write, shoot and report their own news and information packages. The experience allows students from the community to learn how to collaborate, listen, observe and think critically, while working in a professional environment. The program will be regularly scheduled and air between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |

Programming.

| Other<br>Matters (5 of<br>9)   | Response   |
|--|--|
| Program Title  | Awesome Adventures   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sundays, 10:00am-10:30am (07/01/12-09/30/12)   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 14   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | A significant purpose of AWESOME ADVENTURES is to educate and inform children between the ages of 13 and 16 by taking kids on incredible journeys all over the world. The destinations and activities are diverse, from snowboarding down the Alps in Switzerland, to visiting a rain forest in Costa Rica, with the goal of making the series truly educational, entertaining and "family-friendly." AWESOME ADVENTURES has been the recipient of numerous awards including a Gold Medal from the National Association of Parenting Publications (NAPPA), Honors from the Dove Foundation, and the Parent's Guide to Children's Media, and a Parent's Choice Award. The Annenberg Public Policy Center of The University of Pennsylvania rated this show as highly educational. The program will be regularly scheduled and air between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and will be identified as a educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |

| Other   |   |
|---|---|
| Matters (6 of                                   |   |
| 9)  | Response                                    |
| Program Title                                   | Animal Atlas                                |
| Origination                                     | Syndicated                                  |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sundays, 10:30am-11:00am (07/01/12-09/09/12 |
| Total times aired at regularly scheduled time   | 11  |
| Length of<br>Program                            | 30 mins                                     |
| Age of<br>Target Child<br>Audience<br>from      | 13 years to 16 years                        |

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

meets the

Core

definition of

Programming.

A significant purpose of ANIMAL ATLAS is to educate and inform children between the ages of 13 and 16. The educational and informational objectives of the series are to educate and inform these children in the classic tradition of NATIONAL GEOGRAPHIC. ANIMAL ATLAS is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of topics such as animal appetites, antics, and babies. Focus shows will provide a thorough and entertaining exploration of specific animals and take viewers into that animal's world. ANIMAL ATLAS also promotes responsibility toward wildlife issues by educating the viewer about endangered species, wildlife habits, and wildlife conservation. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. On 9/16/12, FOX13 debuts its new El show, Animal Science. September 9th will be the final telecast of Animal Atlas.

| Other<br>Matters (7 of<br>9)   | Response   |
|--|--|
| Program Title  | MLB Player Poll  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled                                | Saturdays, 3:00pm-3:30pm (07/07/12-09/29/12)   |
| 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                                     | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it | MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be repreented graphically using tradional charts and graphs in a manner designed to help teenagers process |

| Other Matters (8 of 9)                          | Response                                    |
|---|---|
| Program Title                                   | Sports Stars of Tomorrow Encore             |
| Origination                                     | Syndicated                                  |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sundays 11:00am-11:30am (09/09/12-09/30/12) |

similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go

informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in

outside and exercise. The program is 30 minutes in length, and is identified as an educational and

listings provided to publishers of program guides.

| 4  |
|--|
| 30 mins  |
| 13 years to 16 years   |
| SPORTS STARS OF TOMORROW is a weekly TV magazine that presents inspirational stories and the achievements of teenagers who have excelled in sports and life through hard work and dedication. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. Sports Stars encores Sundays at 11a during football season, but will not |
|  |

definition of Core Programming.

be counted as E/I core.

| Other<br>Matters (9 of<br>9)   | Response   |
|--|--|
| Program Title  | Animal Science   |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sundays, 10:30am-11:00am (09/16/12-9/30/12)  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 3  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "ANIMAL SCIENCE" is a new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children with a target audience of ages 13-16. While most animal shows look at the behavior of animals,we go one step further to look at the how and why an animal is able to excel in itsenvironment. Shot in high-definition, "ANIMAL SCIENCE" uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Each episode is close-captioned and E/I inscribed throughout. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, at the beginning of and throughout each broadcast and in listings provided to publishers of program guides. |

#### 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.

New World Communications of Tampa, Inc. **Attachments** 

No Attachments.