



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006551709** | File Number: **CPR-132869** | Submit Date: **07/10/2012** | Call Sign: **WXLV-TV** | Facility ID: **414** | City:
WINSTON-SALEM | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/10/2012 | 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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC
	Nielsen DMA	Greensboro-High Pt-W /Salem
	Web Home Page Address	www.abc45.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	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(10)

Digital Core Program (1 of 10)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am ET
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 9-930am ET
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.	A host stops people on the street and asks them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. Through interviewing experts in the particular field, the correct answers are given and explained. In this way, the target audience learns interesting facts on a variety of subjects. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 10)		Response
Program Title		Wild America
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday, 930-10am ET
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program airs on the station's digital channel 1.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (4 of 10)		Response
Program Title		Wild, Ltd.
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday, 10-1030am ET
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.		Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (5 of 10)		Response
Program Title		Awesome Adventures

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1030-11am ET
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 host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. By following along on the adventure, the learning is fun for the viewer. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 10) Response	
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 11-1130am ET
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.	"Elizabeth Stanton's Great Big World" provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 10)	Response
Program Title	M@dAbout...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1130am-12noon ET
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@dAbout... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conservation and decision-making in a fun and entertaining way. M@dAbout... explores being "green" and understanding how our actions impact the world. The M@dAbout... team finds out about healthy snacks and proper exercise. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am; 730-8am; 8-830am ET
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 her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include 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, math readiness, 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. This program airs on the station's digital channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10) Response	
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 830-9am; 9-930am ET
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television program featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends, which happen to include puppet pets. Courtneys thoughtful guidance helps her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The program celebrates the joy of childhood through music and storytelling. The program is a nurturing environment where the characters support each others growth and work together to overcome the day-to-day challenges all children face. This program airs on the station's digital channel 2.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (10 of 10)	Response
Program Title	Children Talk
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET
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
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Children Talk" is a weekly half-hour series where children talk about what they know and learn about what they don't know. 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. This program airs on the station's digital channel 2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core
Educational and
Informational
Programming (0)

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Jeanette Pruitt-Henriquez
Address	3500 Myer Lee Drive
City	Winston-Salem
State	NC
Zip	27101
Telephone Number	(336)722-4545
Email Address	jpruitt@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.	WXLV aired several PSA's on digital channel 1 geared towards children and children's issues, including Childhood Literacy, Forest Conservation, and Childhood Obesity. WXLV airs a weekly public affairs program entitled "What's On Your Mind?". This program is geared towards teens and teen issues, such as smoking, drugs, safe sex, hygiene, clothing styles, education beyond high school, and careers. This program airs on WXLV on Sundays at 230am on digital channel 1.

Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am ET
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the station's digital channel 1.

Other Matters (2 of 11)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 9-930am ET
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.	A host stops people on the street and asks them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. Through interviewing experts in the particular field, the correct answers are given and explained. In this way, the target audience learns interesting facts on a variety of subjects. This program will air on the station's digital channel 1.

Other Matters (3 of 11)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET
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 ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program will air on the station's digital channel 1.
Other Matters (4 of 11)	
Program Title	Wild Ltd.
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdy, 10-1030am ET, 7/7-9/15
Total times aired at regularly scheduled time	11
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.	Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within. This program will air on the station's digital channel 1.
Other Matters (5 of 11)	
Program Title	Think Big
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 10-1030am ET, eff. 9/22
Total times aired at regularly scheduled time	2
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.	Think Big is a kid-hosted entertaining series featuring top kid inventors who face off against each other in an Invent-Off to see who can come up with the most innovative and creative invention as they create and invent new toys, games, learning tools, websites and new modes of transportation. Two teams, each led by a Featured Inventor, brainstorm, choose materials, and then sketch, design and build their idea. The best invention wins bragging rights and the coveted Genius Cup. This program will air on the station's digital channel 1.
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Other Matters (6 of 11)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1030-11am ET
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 host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. By following along on the adventure, the learning is fun for the viewer. This program will air on the station's digital channel 1.

Other Matters (7 of 11)	Response
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 11-1130am ET
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.	"Elizabeth Stanton's Great Big World" provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program will air on the station's digital channel 1.
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Other Matters (8 of 11)	Response
Program Title	M@dAbout...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1130am-12noon ET
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@dAbout... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conservation and decision-making in a fun and entertaining way. M@dAbout... explores being "green" and understanding how our actions impact the world. The M@dAbout... team finds out about healthy snacks and proper exercise. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. This program will air on the station's digital channel 1.

Other Matters (9 of 11)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am; 730-8am; 8-830am ET
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 her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include 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, math readiness, 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. This program will air on the station's digital channel 2.
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Other Matters (10 of 11)	Response
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 830-9am; 9-930am ET
Total times aired at regularly scheduled time	26
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.	Mustard Pancakes is a television program featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends, which happen to include puppet pets. Courtneys thoughtful guidance helps her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The program celebrates the joy of childhood through music and storytelling. The program is a nurturing environment where the characters support each others growth and work together to overcome the day-to-day challenges all children face. This program will air on the station's digital channel 2

Other Matters (11 of 11)	Response
Program Title	Children Talk
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET
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 weekly half-hour series where children talk about what they know and learn about what they don't know. 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. This program will air on the station's digital channel 2.

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>WXLV Licensee, LLC</p>

Attachments

No Attachments.