



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004970935** | File Number: **CPR-133952** | Submit Date: **10/04/2012** | Call Sign: **WEAR-TV** | Facility ID: **71363**
City: **PENSACOLA** | State: **FL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/04/2012 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2012

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC
	Nielsen DMA	Mobile-Pensacola
	Web Home Page Address	www.weartv.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	Sea Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 08:00AM-08:30AM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode focuses on the rescue of a sea animal giving the viewer information about medical benefits that rescue and rehabilitation programs provide to animals. The viewer also learns about the rescued animal's biology and ecology. This information is important because it adds to the knowledge necessary to conserve and protect threatened and endangered species. This program airs on the station's main digital stream.
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	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 08:30AM-09:00AM CT
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.	Supported by a team of Georgia Aquarium biologists, veterinarians and other experts, Jeff Corwin travels the world to explore the Earth's least understood resource, our oceans and waterways and the animals which call them home. He swims with manta rays pointing out that their body form was the inspiration for the design of the Stealth jet. While in the water with whale sharks he takes samples of their blood to better understand their biology. As Jeff continues his journey through each episode the viewer is able to connect with these animals and learn how important they are to all life on the planet as well as how sea life connects to life on the rest of the globe. This program airs on the station's main digital program stream.
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	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 09:00AM-09:30AM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores the marine ecosystem from tributaries, rivers and oceans to develop an understanding and let the viewer know that we are key in preserving the ocean environment. Aqua Kids teaches about the diversity and beauty of the marine environment and its potential destruction by pollution and carelessness of the human population; such as marine mammals dying from the ingestion of plastic and toxic waste in our waterways destroying the habitat and marine life. By showing the audience the problems they encounter, the Aqua Kids educate their peers on what can be done to solve environmental dilemmas. This program airs on the station's main digital program stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 09:30AM-10:00AM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program airs on the station's main digital program stream.
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	Career Day	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM CT	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program airs on the station's main digital program stream.	
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	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features weekly educational features such as "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program airs on the station's main digital program stream.
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	Jack Hanna's Wild Countdown

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00AM-11:30AM CT
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program chooses a region, or special adaptations animals have made, or a specific animal and uses a top ten countdown. From a safari in Botswana, to a dude ranch in Montana, to a retirement home for horses, Jack counts down 10 incredible horse experiences. He also explores wild and rare animals in Australia such as dingoes, devils and cassowaries. For animal adaptation Jack travels from the Arctic to the desert picking ten animals that have made special adaptation to survive in the harsh environments. This program informs the viewer about animals and their habitat which can lead the viewer to discussions regarding the environment and conservation. This program airs on the station's main digital program stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Jack Hanna's Wild Countdown
List date and time rescheduled	09/16/2012 / 11:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-15

Episode #	09/15/2012 / 111
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Jack Hanna's Wild Countdown
List date and time rescheduled	09/09/2012 / 11:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	09/08/2012 / 110
Reason for Preemption	Sports

Digital Core Program (8 of 10)	Response
Program Title	Gina D's Kids Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00AM-08:30AM CT (three separate episodes each Saturday)
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 digital subchannel WEAR-TV 3.2
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	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-09:30AM CT (two separate episodes each Saturday)
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. Courtney's 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 other's growth and work together to overcome the day-to-day challenges all children face. This program airs on digital subchannel WEAR-TV 3.2

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	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30AM-10:00AM CT
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.	In this series, children talk about what they know and learn about what they don't. Featuring ventriloquist Taylor Mason, each episode provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned. This program airs on digital subchannel WEAR-TV 3.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays 05:00AM-05:30AM
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 main digital program stream.
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	Joe Landon Smith
Address	4990 Mobile Highway
City	Pensacola
State	FL
Zip	32506
Telephone Number	850-456-3333
Email Address	joesmith@wear.sbgnet.com

<p>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.</p>	<p>Some of the non-"core" educational/informational material aired by WEAR-TV is in the form of Public Service Announcements targeted to children. The following is a list of some, but not all, of those PSAs aired during programming targeted to children: *AD COUNCIL - FeedingAmerica.org :30 This PSA from the Bay Area Food Bank in Mobile, Alabama, features a seemingly well-rounded, accomplished teen student ... who doesn't know where her next meal is coming from! The message is "Help fight hunger in the Central Gulf Coast". *BOYSTOWN NATIONAL HOTLINE "I Go" :30 Features teens telling why they go to the hotline ... when they're upset, depressed, bullied, desperate and miserable ... because the counselors at the Hotline listen, guide, believe and really help. *AD COUNCIL - American Coalition on Education "Persistence" :30 Their message is that it takes persistence to reach your goal, whether it be on the tennis court, or getting into college. *AD COUNCIL - AMERICAN COUNCIL ON EDUCATION "Mural" and "Skate" : 30 each. Target audience is low-income students in grades 8-10. Encourages low-income students and their families to take the necessary steps toward postsecondary education, with effective support from parents and adult influencers such as teachers, counselors and coaches. LUKEMIA & LYMPHOMA SOCIETY "Light the Night Walk" :30 Encouraged teens in our area to walk in our local "Light the Night Walk" in support of the Lukemia & Lymphoma Society, which is dedicated to improving the quality of life of blood cancer patients and their families. *CENTER FOR DISEASE CONTROL "Destiny" :30 U.S. Surgeon General Regina M. Benjamin reveals the destiny of youth and young adults if they are not protected from the harmful effects of tobacco. AD COUNCIL - USDA/USDHHS Nutrition Education "Park Day" :30 Encourages kids to eat well and move a lot in order to stay healthy. *ARBOR DAY FOUNDATION "Forests Depend on Us" :30 Inspires young viewers to help plant trees in our National Forests to replenish those destroyed by insects, disease and fire. *ARBOR DAY FOUNDATION "It's Your Nature - Explore!" :30 Attempts to inspire young children to leave their electronic devices inside and go outside and experience positive connections with nature, to provide them with profound and lasting developmental benefits. AD COUNCIL - States Attorneys General and NHTSA "Fountain" :30 Targets young adult drivers ages 16-24. Shows man busy texting as he walks directly into a fountain. Then shows teen driver texting and almost hitting a family loading their car. Gives the message "Not everyone should text and walk ... NO ONE should text and drive". AD COUNCIL - U.S. ARMY/High School Dropout Prevention "Lebron Visual Stats" :30 Targeted to parents, friends and influencers of at-risk students age 9-17. Features LeBron James encouraging students to not drop out of school. The goal is to give struggling students in their own communities the encouragement they need to stay in school and graduate. AD COUNCIL - Humane Society of the U.S. "Sand Castle", "Disney's Lady and the Tramp", "Toys", "People Park" all :30s Encourages the adoption of pets from animal shelters. *AD COUNCIL - USDA/USDHHS Childhood Obesity "Unplug" and "Blackout" :30 each Encourages parents to find creative ways to get their children to stop playing video games and get outside and get some physical activity. AD COUNCIL - National Highway Traffic Safety Administration "Glee" and "Stairs" :30 each Target audience is teen and young adult drivers age 16-24. Shows young drivers how quickly they can become dangerous to themselves and others when they take their eyes off the road for just a few seconds. Message is "texting while driving is not multitasking - it's driving blind". *AD COUNCIL - Gay, Lesbian and Straight Education Network "Pizza Shop", "Cashiers", "Fitting Room" :30 each Target audience is teens in grades 8-12. Aims to raise awareness</p>
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Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	Sea Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 08:00AM-08:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode focuses on the rescue of a sea animal giving the viewer information about medical benefits that rescue and rehabilitation programs provide to animals. The viewer also learns about the rescued animal's biology and ecology. This information is important because it adds to the knowledge necessary to conserve and protect threatened and endangered species. This program will air on the station's main digital stream.

Other Matters (2 of 10)	Response
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 08:30AM-09:00AM CT
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.	Supported by a team of Georgia Aquarium biologists, veterinarians and other experts, Jeff Corwin travels the world to explore the Earth's least understood resource, our oceans and waterways and the animals which call them home. He swims with manta rays pointing out that their body form was the inspiration for the design of the Stealth jet. While in the water with whale sharks he takes samples of their blood to better understand their biology. As Jeff continues his journey through each episode the viewer is able to connect with these animals and learn how important they are to all life on the planet as well as how sea life connects to life on the rest of the globe. This program will air on the station's main digital program stream.

Other Matters (3 of 10)	Response
Program Title	Aqua Kids
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 09:00AM-09:30AM CT
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores the marine ecosystem from tributaries, rivers and oceans to develop an understanding and let the viewer know that we are key in preserving the ocean environment. Aqua Kids teaches about the diversity and beauty of the marine environment and its potential destruction by pollution and carelessness of the human population; such as marine mammals dying from the ingestion of plastic and toxic waste in our waterways destroying the habitat and marine life. By showing the audience the problems they encounter, the Aqua Kids educate their peers on what can be done to solve environmental dilemmas. This program will air on the station's main digital program stream.
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**Other Matters (4
of 10)**

Response

Program Title	Dragonfly TV
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays 09:30AM-10:00AM CT
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the station's main digital program stream.
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**Other Matters (5 of
10)**

Response

Program Title	Career Day
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program will air on the station's main digital program stream.

Other Matters (6 of 10)

	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program will air on the station's main digital program stream.

Other Matters (7 of 10)

	Response
Program Title	Jack Hanna's Wild Countdown
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00AM-11:30AM CT

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program chooses a region, or special adaptations animals have made, or a specific animal and uses a top ten countdown. From a safari in Botswana, to a dude ranch in Montana, to a retirement home for horses, Jack counts down 10 incredible horse experiences. He also explores wild and rare animals in Australia such as dingoes, devils and cassowaries. For animal adaptation Jack travels from the Arctic to the desert picking ten animals who have made special adaptation to survive in the harsh environments. This program informs the viewer about animals and their habitat which can lead the viewer to discussions regarding the environment and conservation. This program will air on the station's main digital program stream.

Other Matters (8 of 10) Response

Program Title	Gina D's Kids Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00AM-08:30AM CT (three separate episodes each Saturday)
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 digital subchannel WEAR-TV 3.2
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Other Matters (9 of 10) Response

Program Title	Mustard Pancakes
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Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-09:30AM CT (two separate episodes each Saturday)
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. Courtney's 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 other's growth and work together to overcome the day-to-day challenges all children face. This program will air on digital subchannel WEAR-TV 3.2

Other Matters (10 of 10)	
	Response
Program Title	Children Talk
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30AM-10:00AM CT
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.	In this series, children talk about what they know and learn about what they don't. Featuring ventriloquist Taylor Mason, each episode provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned. This program will air on digital subchannel WEAR-TV 3.2

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>WEAR Licensee, LLC</p>

Attachments

No Attachments.