

(REFERENCE COPY - Not for submission)

## Children's Television Programming Report

FRN: **0017998352** File Number: **CPR-174201** Submit Date: **10/07/2015** Call Sign: **WNBW-DT** Facility ID: **83965** 

City: GAINESVILLE State: FL

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

10/07/2015 Filing Status: Active

### Report reflects information for : Third Quarter of 2015

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

#### Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Gainesville
	Web Home Page Address	http://www.mygtn.tv/

#### 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	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(9)

Digital Core Program (1 of 9)	Response
Program Title	RUFF-RUFF, TWEET AND DAVE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00am-10:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program chronicles the animated adventures of three best friends: Ruff-Ruff, an instinctive pup; Tweet a cautious bird; and Dave, an imaginative panda. During each episode the program asks questions and children engage with the program by deciding which of the characters offers the correct answer or solution. The program encourages children to learn to make their own decisions. Episode examples include answering questions about: words that describe opposite states and actions; how to plant a seed and help it grow; and, searching for the biggest number during a visit to Number Land. This program aired on the station's main digital 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	RUFF-RUFF, TWEET AND DAVE
List date and time rescheduled	07/11/15 at 7:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-07-11

Episode #	
Reason for Preemption	Sports

Digital Core Program (2 of 9)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30am-11:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the books of the same name, this interplanetary television series follows the adventures of a crew of space animals who run the Astroblast Space Station. Comet, Halley, Sputnik, Radar and Jet are the best of friends, and under the watchful eye of Sal the Octopus the Astroblast crew learns to accept differences, help one another solve problems, make new friends, and discover that getting along and working together is always the best way to achieve a goal. This program aired on the station's main digital 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	ASTROBLAST
List date and time rescheduled	07/11/15 at 7:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-07-11

Episode #	
Reason for Preemption	Sports

Digital Core	
Program (3 of 9)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00am-11:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "krytonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	07/18/15 at 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	2015-07-11
Episode #	
Reason for Preemption	Sports

Digital Core Program (4 of 9)	Response
Program Title	EARTH TO LUNA
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30am-12:00pm
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This pre-school series is about science and the process of scientific inquiry that leads to scientific knowledge. The program follows the adventures of Luna, an inquisitive six-year-old girl, who is a science enthusiast. Luna, along with little brother Jupiter and her pet ferret, Clive, views the earth as a giant laboratory. She is constantly searching to learn more about what things are, and why and how scientific actions take place. This program aired on the main digital 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	EARTH TO LUNA
List date and time rescheduled	07/18/15 at 12:30pm

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-07-11
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 9)	Response
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:00am-7:30am
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based on the books by Lara Jones and emphasizes the use of imagination and creative thinking for the viewers. In each episode Lara reads a story to her cat, Poppy, and as the story unfolds they enter an exciting adventure which takes them to distant lands reached by boat, plane or train. Poppy Cat and his animal friends are always nice yet ignore the antics of the resident bully. The lesson in the story is to think creatively and exercise your mind through reading. This program aired 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 (6 of	
9)	Response
Program Title	TREE FU TOM
Origination	Network

Days/Times Program Regularly Scheduled	Sundays 7:30am-8:00am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is about a young boy, Tom, who enters the enchanted and magical kingdom of Treetopolis. He and his friends in Treetopolis invariably run into a problem or disaster that needs fixing. Tom then calls upon viewers to do original dance moves that will bring him "Big World" magic, so he and his friends can resolve the challenge of the day. The dance moves also get the viewer to exercise. The educational messages of the program reinforce positive socio-emotional content and use examples to model what it means to be loyal to your friends, how to ask for help, do the right thing rather that what is convenient, make an effort to share rather than be selfish, and rely on teamwork to accomplish a goal. This program aired 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 (7 of 9)	Response
Program Title	GREEN SCREEN ADVENTURES
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 8:00am-8:30am & 8:30am-9:00am
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program encourages its viewers to use their creativity, curiosity, confidence, compassion, and enthusiasm for writing and reading and build a foundation for critical thinking and problem solving by using viewer's submissions of stories, reports on science, history or literature, persuasive writing and essays, recipes, drawings and poetry as the basis for various program segments. Segments includes: story theatre, brain games, pupil's court, food folks puppets, detective mcmystery and journal journey. Watching viewer submissions transformed by the cast promotes character development, cooperation and mutual respect of others, as well as inspiring viewers to submit their own entries which may be aired. This program aired 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 (8 of 9)	Response
Program Title	TRAVEL THRU HISTORY
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00am-9:30am & 9:30am-10:00am

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	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 whys and hows that shaped a particular city or destination into the modern destination it is today. As the program delves into the people and past of the destination, the viewer has a new outlook on the location and is inspired to go there someday. This program aired 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 9)	Response
Program Title	MYSTERY HUNTERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00am-10:30am & 10:30am-11:00am
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	13 years to 16 years

Describe the	In this program, viewers are taken on a journey around the globe to investigate the mysteries that
educational and	have baffled people throughout the ages. Through critical observation, analytical thinking and
informational	scientific testing, this series encourages the viewer to question the world around him/her. Armed with
objective of the	video cameras and their instincts, the hosts gather facts and meet the experts debunking common
program and how it	myths and offering explanations for legends, spooky stories, and unexplained phenomena. This
meets the definition	program aired on the station's digital channel 2.
of Core	
Programming.	
Does the Licensee	Yes
identify the program	
by displaying	
throughout the	
program the symbol	
E/I?	

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	Linda Greenwald
Address	1181 Highway 315
City	Wilkes-Barre
State	PA
Zip	18702
Telephone Number	570-970-5615
Email Address	lgreenwald@sbgtv.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	WNBW continued its commitment to the Backpack for Kids program by packing backpacks with food for eligible kids to take home over the weekends. Through our locally produced PSA's, we are able to raise awareness about hunger in our local communities. It helps hungry kids have something to eat. WGFL has committed to a year-long sponsorship with the United Way and run ongoing spots for the children's agencies that they help like Children's Home Society, Child Advocacy Center, Kids Count, Boys and Girls Club, Early Learning Coalition, Comprehensive Youth Development and more. WNBW runs

and How to handle Bullying.

the educational and informational value of such

programming to children. See 47 C.F.R. Section

73.671, NOTES 2 and 3.

PSA's on an on-going basis targeting important kids subjects like the

Environment, the importance of Recycling, the importance of Education

#### Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:30am-10:00am
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 key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Throughout the series, emphasis is placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species, with the aid of up-close and detailed photography throughout the program. Through this understanding, it is hoped that viewers will better relate to the natural environment in North America and learn to protect North America's animal species. This program will air on the station's main digital stream.
Other Matters (2	

Other Matters (2 of 11)	Response
Program Title	RUFF-RUFF, TWEET AND DAVE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00am-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

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

This is a series that chronicles the animated adventures of three best friends: Ruff-Ruff, an instinctive pup; Tweet a cautious bird; and Dave, an imaginative panda. During each episode the program asks questions and children engage with the program by deciding which of the characters offers the correct answer or solution. This program encourages children to learn to make their own decisions. Episode examples include answering questions about: words that describe opposite states and actions; how to plant a seed and help it grow; and, searching for the biggest number during a visit to Number Land. This program will air on the station's main digital stream.

Other Matters (3 of 11)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30am-11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the books of the same name, this interplanetary television series follows the adventures of a crew of space animals who run the Astroblast Space Station. Comet, Halley, Sputnik, Radar and Jet are the best of friends, and under the watchful eye of Sal the Octopus the Astroblast crew learns to accept differences, help one another solve problems, make new friends, and discover that getting along and working together is always the best way to achieve a goal. This program will air on the station's main digital stream.

Other Matters (4 of 11)	Response
Program Title	THE CLANGERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00am-11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

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

This program is a stop-motion animated program that follows a family of mouse-like creatures who live on a small blue planet. They communicate with distinctive whistles, and a narrator comments on the events which occur in every episode. Children learn about connectedness, curiosity, inventiveness and kindness. Episode examples show the Clangers' inventiveness by their composing music in a unique way; problem solving as they search for and find lost items; and, kindness as they help their friends through difficult challenges. This program aired on the main digital stream.

Other Matters (5 of 11)	Response
Program Title	EARTH TO LUNA
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30am-12:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This pre-school series is about science and the process of scientific inquiry that leads to scientific knowledge. The program follows the adventures of Luna, an inquisitive six-year-old girl, who is a science enthusiast. Luna, along with little brother Jupiter and her pet ferret, Clive, views the earth as a giant laboratory. She is constantly searching to learn more about what things are, and why and how scientific actions take place. This program aired on the main digital stream.

Other Matters (6 of 11)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:00am-7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

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

This program is anchored by Sportacus, a fit and agile hero, whose "krytonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. This program will air on the station's main digital stream.

Other Matters (7 of 11)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:30am-8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is about a young boy, Tom, who enters the enchanted and magical kingdom of Treetopolis. He and his friends in Treetopolis invariably run into a problem or disaster that needs fixing. Tom then calls upon viewers to do original dance moves that will bring him "Big World" magic, so he and his friends can resolve the challenge of the day. The dance moves also get the viewer to exercise. The educational messages of the program reinforce positive socio-emotional content, using examples to model being loyal to your friends, knowing how to ask for help, doing the right thing rather that what is convenient, making an effort to share rather than be selfish, and relying on teamwork to accomplish a goal. This program will air on the station's main digital stream.

Other Matters (8 of 11)	Response
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8:00am-8:30am & 8:30am-9:00am (10/1/15-12/31/15)
Total times aired at regularly scheduled time	26

Length of Program	30 mins		
Age of Target Child Audience from	7 years to 13 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program encourages its viewers to use their creativity, curiosity, confidence, compassion, and enthusiasm for writing and reading and build a foundation for critical thinking and problem solving by using viewer's submissions of stories, reports on science, history or literature, persuasive writing and essays, recipes, drawings and poetry as the basis for various program segments. Segments includes: story theatrebrain games, pupil's court, food folks puppets, detective mcmystery and journal journey. Watching viewer submissions transformed by the cast promotes character development, cooperation and mutual respect of others, as well as inspiring viewers to submit their own entries which may be aired. This program will air of the station's digital channel 2.		

Other Matters (9 of 11)	Response
Program Title	TRAVEL THRU HISTORY
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:00am-9:30am & 9:30am-10:00am (10/1/15-12/31/15)
Total times aired at regularly scheduled time	26
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 explores the whys and hows that shaped a particular city or destination into the modern destination it is today. As the program delves into the people and past of the destination, the viewer has a new outlook on the location and is inspired to go there someday. This program will air on the station's digital channel 2.

Other Matters (10 of 11)	Response
Program Title	MYSTERY HUNTERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00am-10:30am & 10:30am-11:00am (10/1/15-12/31/15)
Total times aired at regularly scheduled time	26
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.

In this program, viewers are taken on a journey around the globe to investigate the mysteries that have baffled people throughout the ages. Through critical observation, analytical thinking and scientific testing, this series encourages the viewer to question the world around him/her. Armed with video cameras and their instincts, the hosts gather facts and meet the experts debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena. This program will air on the station's digital channel 2.

Other Matters (11 of 11)	Response
Program Title	ORIGINS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday and Sunday, 8:00am-8:30am & 8:30am-9:00am (10/31/15-12/31/15)
Total times aired at regularly scheduled time	36
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 explores the origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature, and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars & Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives. This program will air on the station's digital channel 3.

#### 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.

MPS Media of Gainesville License, LLC **Attachments** 

No Attachments.