



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0027059732** | File Number: **CPR-144658** | Submit Date: **07/10/2013** | Call Sign: **WWDP** | Facility ID: **23671** | City: **NORWELL** | State: **MA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/10/2013** | Filing Status: **Active**

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## Report reflects information for : Second Quarter of 2013

### 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    | ShopNBC             |
|              | Nielsen DMA           | Boston              |
|              | Web Home Page Address |                     |

**Digital Core  
Programming**

| Question  | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream  | 3.0      |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream  | 0.0      |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:  | 0.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes      |

**Digital Core  
Programs(0)**

**Non-Core Educational and Informational Programming (6)**

| <b>Non-Core Educational and Informational Programming (1 of 6)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | Missing  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled:  | Tuesday 7:00 AM  |
| 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.   | Missing features actual cases of missing persons both children and adults from across North America. The goal of the program is to provide viewers with vital facts about missing individuals. Each episode includes safety tips for children and how parents can protect their children from abduction. This show seeks ways to educate children about their personal safety by illustrating specific ways of dealing with danger via the show's safety tips. This gives children the confidence and the power and means to protect themselves when away from the protection of watchful eyes |
| 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:**

| <b>Questions</b> | <b>Response</b> |
|------------------|-----------------|
| Date Time        |                 |

| <b>Non-Core Educational and Informational Programming (2 of 6)</b> | <b>Response</b> |
|--|-----------------|
| Program Title  | Dog Tales       |
| Origination  | Syndicated      |
| Days/Times Program Regularly Scheduled:                            | Tuesday 7:30 AM |
| 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.   | This program provides viewers with information about dog safety, care tips as well as lessons on the responsibility of owning a dog. Show segments include information on various dog breeds, veterinary tips and different issues that affect canines. |
| 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 |          |

| Non-Core Educational and Informational Programming (3 of 6)  | Response  |
|--|---|
| Program Title  | Animal Rescue   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled:  | Tuesday 8:00 AM   |
| 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.   | Series about real-life compassionate individuals who come to the aid of animals in distress |
| 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 |          |

| Non-Core Educational and Informational Programming (4 of 6) | Response     |
|---|--------------|
| Program Title   | Dragonfly TV |

|  |   |
|--|---|
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled:  | Tuesday 8:30 AM   |
| 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.   | DragonflyTV showcases our most eager young scientists in a way that encourages all kids to discover the wonders of science. It's a new approach in science television for kids, because it features ordinary children and their own science investigations. Whether shooting over moguls on freeride skis, getting up close and personal with alligators, or cooking up experiments in their own kitchens, the DragonflyTV kids empower viewers to explore, question, and learn. In each episode, children tell how they pursued their own investigations, communicating the infectious excitement that comes with making their own discoveries |
| 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 |          |

| Non-Core Educational and Informational Programming (5 of 6) | Response            |
|---|---------------------|
| Program Title   | Critter Glitters    |
| Origination   | Syndicated          |
| Days/Times Program Regularly Scheduled:                     | Tuesday 9:00 AM     |
| Total times aired at regularly scheduled time:              | 13                  |
| Number of Preemptions                                       | 0                   |
| Length of Program   | 30 mins             |
| Age of Target Child Audience                                | 9 years to 14 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 is about a group of neighborhood kids who join forces with a couple of veterinarians and an inventive professor to become a search and rescue unit, a detective agency, and a police force for animals. The team works with authorities to solve animal mysteries, puzzling cases and even international crimes involving animals of all shapes sizes and species. Each episode contains educational material and information about science, animals, and geography, while the Critter Gitters solve moral and ethical dilemmas that face children in everyday life. |
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| 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 |          |

| Non-Core Educational and Informational Programming (6 of 6) | Response |
|---|----------|
|---|----------|

|  |                            |
|--|----------------------------|
| Program Title                                  | Curiosity Quest Goes Green |
| Origination                                    | Syndicated                 |
| Days/Times Program Regularly Scheduled:        | Tuesday 9:30 AM            |
| Total times aired at regularly scheduled time: | 13                         |
| Number of Preemptions                          | 0                          |
| Length of Program                              | 30 mins                    |
| Age of Target Child Audience                   | 1 years to 12 years        |

|  |   |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Curiosity Quest Goes Green" is a weekly half-hour television series that allows children to explore the world of "green" living. The series educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills. |
|--|---|

|  |     |
|--|-----|
| 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 |
|---|-----|

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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

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**Date and Time Aired:**

| Questions | Response |
|-----------|----------|
| Date Time |          |

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**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  | Davor Haler         |
| Address   | 2 Bert Drive # 4    |
| City  | West<br>Bridgewater |
| State   | MA                  |
| Zip   | 02379               |
| Telephone Number  | 508 586-4677        |
| Email Address   | dhaler@shopnbc.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. |                     |

**Other Matters (6)**

| <b>Other Matters (1 of 6)</b>  | <b>Response</b>   |
|--|---|
| Program Title  | Missing   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Tuesday 7:00 AM   |
| 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. | Missing features actual cases of missing persons both children and adults from across North America. The goal of the program is to provide viewers with vital facts about missing individuals. Each episode includes safety tips for children and how parents can protect their children from abduction. This show seeks ways to educate children about their personal safety by illustrating specific ways of dealing with danger via the show's safety tips. This gives children the confidence and the power and means to protect themselves when away from the protection of watchful eyes. |

| <b>Other Matters (2 of 6)</b>  | <b>Response</b>   |
|--|---|
| Program Title  | Dog Tales   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Tuesday 7:30 AM   |
| 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 provides viewers with information about dog safety, care tips as well as lessons on the responsibility of owning a dog. Show segments include information on various dog breeds, veterinary tips and different issues that affect canines. |

| <b>Other Matters (3 of 6)</b>  | <b>Response</b>  |
|--|--|
| Program Title  | Animal Rescue  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Tuesday 8:00 AM  |
| 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. | Series about real-life compassionate individuals who come to the aid of animals in distress. |

| <b>Other Matters (4 of 6)</b>   |  | <b>Response</b> |
|---|--|-----------------|
| Program Title   | Dragonfly TV   |                 |
| Origination   | Syndicated   |                 |
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Tuesday 8:30 AM  |                 |
| Total times aired<br>at regularly<br>scheduled time   | 13   |                 |
| Length of<br>Program  | 30 mins  |                 |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years   |                 |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | DragonflyTV showcases our most eager young scientists in a way that encourages all kids to discover the wonders of science. It's a new approach in science television for kids, because it features ordinary children and their own science investigations. Whether shooting over moguls on freeride skis, getting up close and personal with alligators, or cooking up experiments in their own kitchens, the DragonflyTV kids empower viewers to explore, question, and learn. In each episode, children tell how they pursued their own investigations, communicating the infectious excitement that comes with making their own discoveries. |                 |

| <b>Other Matters (5 of 6)</b>   |   | <b>Response</b> |
|---|---|-----------------|
| Program Title   | Critter Glitters  |                 |
| Origination   | Syndicated  |                 |
| Days/Times<br>Program Regularly<br>Scheduled  | Tuesday 9:00 AM   |                 |
| Total times aired at<br>regularly scheduled<br>time   | 13  |                 |
| Length of Program   | 30 mins   |                 |
| Age of Target Child<br>Audience from  | 9 years to 14 years   |                 |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how it<br>meets the definition<br>of Core<br>Programming. | This program is about a group of neighborhood kids who join forces with a couple of veterinarians and an inventive professor to become a search and rescue unit, a detective agency, and a police force for animals. The team works with authorities to solve animal mysteries, puzzling cases and even international crimes involving animals of all shapes sizes and species. Each episode contains educational material and information about science, animals, and geography, while the Critter Gitters solve moral and ethical dilemmas that face children in everyday life. |                 |

| <b>Other Matters (6 of 6)</b> |                            | <b>Response</b> |
|-------------------------------|----------------------------|-----------------|
| Program Title                 | Curiosity Quest Goes Green |                 |
| Origination                   | Syndicated                 |                 |

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|  |   |
|--|---|
| Days/Times Program Regularly Scheduled   | Tuesday 9:30 AM   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 1 years to 12 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Curiosity Quest Goes Green" is a weekly half-hour television series that allows children to explore the world of "green" living. The series educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills. |

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## 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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>Norwell<br/>Television,<br/>LLC</b></p> |



## Attachments

No Attachments.