



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0001961713** | File Number: **CPR-163168** | Submit Date: **01/07/2015** | Call Sign: **WRAL-TV** | Facility ID: **8688** |

City: **RALEIGH** | State: **NC**

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

01/07/2015 | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2014**

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	CBS
	Nielsen DMA	Raleigh-Durham
	Web Home Page Address	www.wral.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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:	4.0
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(16)

Digital Core Program (1 of 16)	Response
Program Title	SMART START KIDS (WRAL Channel 5.1)
Origination	Local
Days/Times Program Regularly Scheduled	Saturday, 11:30am-12n EST
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Smart Start Kids is a locally-produced, award-winning children's television program where preschoolers are the "stars" of the show. Produced in a magazine-style format, the children interact with show host "Willa" and travel to fun, educational places across the state of North Carolina. Together, they experience trips to new geographical locations, learn from hands-on activities, and create their own memorable stories and music. Children viewers can also participate from home or a childcare center by calling the Smart Start toll-free phone number and sharing their own exciting, personal stories such as a first trip to the beach or the arrival of a new puppy. This toll-free phone number provides access for all North Carolina children. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	SMART START KIDS (WRAL Channel 5.1)
List date and time rescheduled	11/22/2014 @ 7-7:30am EST
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-22
Episode #	
Reason for Preemption	Public Interest

Digital Core Program (2 of 16)		Response
Program Title		BRAIN GAME (WRAL Channel 5.1)
Origination		Local
Days/Times Program Regularly Scheduled		Saturday, 11am-11:30am EST
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.		Brain Game is a locally-produced academic trivia program featuring ninth and tenth grade students competing in a weekly competition. This show challenges students' knowledge in the areas of math, science, history, public affairs/current events, and the arts. The nine highest scoring teams compete in a televised year-end playoff tournament. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	BRAIN GAME (WRAL Channel 5.1)
List date and time rescheduled	11/22/2014 @ 7:30-8am EST
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-22
Episode #	
Reason for Preemption	Public Interest

Digital Preemption Programs #2

Questions	Response
Title of Program	BRAIN GAME (WRAL Channel 5.1)
List date and time rescheduled	11/08/2014 @ 7:30-8am EST
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-08
Episode #	
Reason for Preemption	Public Interest

Digital Core Program (3 of 16)	Response
Program Title	ALL IN WITH LAILA ALI (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9am-9:30am EST
Total times aired at regularly scheduled time	9
Total times aired	9

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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ALL IN, hosted by Laila Ali, scours the globe to track down compelling stories, profiling inspirational people, groundbreaking achievements and extraordinary lifestyles. Using a magazine format, the program focuses on the achievements of individuals, who, whether through sports,culture, travel or adventure, follow their dreams. The program illustrates for viewers important life lessons: the rewards of developing a passion for some subject or discipline, the importance of setting goals and the value of not giving up. The show not only encourages a positive sense of commitment to one's goals but also the idea that hard work can achieve very positive results. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 16)	Response
Program Title	GAME CHANGERS WITH KEVIN FRAZIER (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30am-10am EST
Total times aired at regularly scheduled time	9
Total times aired	9
Number of Preemptions	0

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.	GAME CHANGERS, hosted by "omg! Insider's" Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 16)	Response
Program Title	DR. CHRIS PET VET (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30am -11am EST
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.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	DR. CHRIS PET VET (WRAL CHANNEL 5.1)
List date and time rescheduled	11/08/2014 @ 8:30-9am EST
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-08
Episode #	
Reason for Preemption	Public Interest

Digital Preemption Programs #2

Questions	Response
Title of Program	DR. CHRIS PET VET (WRAL CHANNEL 5.1)
List date and time rescheduled	11/22/2014 @ 8:30-9am EST

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-22
Episode #	
Reason for Preemption	Public Interest

Digital Core Program (6 of 16)	Response
Program Title	LUCKY DOG (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10am-10:30am EST
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.	Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	LUCKY DOG (WRAL CHANNEL 5.1)
List date and time rescheduled	11/22/2014 @ 8-8:30am EST
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-22
Episode #	
Reason for Preemption	Public Interest

Digital Preemption Programs #2

Questions	Response
Title of Program	LUCKY DOG (WRAL CHANNEL 5.1)
List date and time rescheduled	11/08/2014 @ 8-8:30am EST
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-11-08
Episode #	
Reason for Preemption	Public Interest

Digital Core Program (7 of 16)	Response
Program Title	ALL IN WITH LAILA ALI (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30am-10am EST
Total times aired at regularly scheduled time	4
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.	ALL IN, hosted by Laila Ali, scours the globe to track down compelling stories, profiling inspirational people, groundbreaking achievements and extraordinary lifestyles. Using a magazine format, the program focuses on the achievements of individuals, who, whether through sports,culture, travel or adventure, follow their dreams. The program illustrates for viewers important life lessons: the rewards of developing a passion for some subject or discipline, the importance of setting goals and the value of not giving up. The show not only encourages a positive sense of commitment to one's goals but also the idea that hard work can achieve very positive results. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 16)	Response
Program Title	GAME CHANGERS WITH KEVIN FRAZIER (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:30am-12n EST
Total times aired at regularly scheduled time	4
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.	GAME CHANGERS, hosted by "omg! Insider's" Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 16)	Response
Program Title	ANIMAL ATLAS I(WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10am-10:30am EST
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exceptional educational value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 16)	Response
Program Title	ANIMAL ATLAS II(WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10:30am-11am EST
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exceptional educational value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 16)	Response
Program Title	ON THE SPOT I (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 12-12:30pm EST
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 16)	Response
Program Title	ON THE SPOT II (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 12:30-1pm EST
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)	Response
Program Title	ZOO CLUES I (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11-11:30am EST
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 16)	Response
Program Title	ZOO CLUES II (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:30-12n EST
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 16)	Response
Program Title	ANIMAL RESCUE (WRAL Channel 5.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 9:30am-10am EST
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.	Animal Rescue is a weekly half-hour reality series showcasing spectacular rescues of all types of animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatment, care & protection. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 16)	Response
Program Title	SMART START KIDS (WRAL Channel 5.2)
Origination	Local
Days/Times Program Regularly Scheduled	Sunday, 9am-9:30am EST
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	3 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Smart Start Kids is a locally-produced, award-winning children's television program where preschoolers are the "stars" of the show. Produced in a magazine-style format, the children interact with show host "Willa" and travel to fun, educational places across the state of North Carolina. Together, they experience trips to new geographical locations, learn from hands-on activities, and create their own memorable stories and music. Children viewers can also participate from home or a childcare center by calling the Smart Start toll-free phone number and sharing their own exciting, personal stories such as a first trip to the beach or the arrival of a new puppy. This toll-free phone number provides access for all North Carolina children. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	Loretta Harper-Arnold
Address	PO Box 12000
City	Raleigh
State	NC
Zip	27605
Telephone Number	(919) 821-8652
Email Address	lharper@wral.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>Please note regarding Questions 7(b) and 7(c): WRAL-TV terminated analog service as of July 1, 2009, and has answered yes to Questions 7(b) and 7(c) in order to avoid filing an unnecessary exhibit.</p> <p>*Explanation for Core Children Programming Preemptions on WRAL Channel 5.1* On November 8, WRAL's core children's programs -- Brain Game, Dr. Chris Pet Vet, and Lucky Dog were all preempted and rescheduled due to the airing of the Fayetteville Veterans Day Parade. WRAL-TV provided live coverage of the 2014 Fayetteville Veterans Day Parade on Saturday, November 8 at 10:00 a.m. WRAL anchors Michelle Marsh and Lynda Loveland, along with Fayetteville reporter Gilbert Baez hosted the broadcast from historic downtown Fayetteville. Coverage included military commentary from Fort Bragg Public Affairs Officer Tom McCollum. This year's parade recognized Afghanistan war veterans, past, present and future. GEN (Ret) Dan K. McNeill and CSM (Ret) Steven R. England, both among the first to go into Afghanistan, were Grand Marshals. Lt. Gen. Joseph Anderson and CSM Isaia Vimoto, both currently serving in Afghanistan, were Honorary Parade Chairs. More than ninety units participated in the parade, including veterans' organizations, local bands, JROTC programs, and military equipment. On November 22nd, WRAL's core children's programs -- Brain Game, Dr. Chris Pet Vet, Lucky Dog, and Smart Start Kids -- were preempted and rescheduled due to the airing of the WRAL-TV Raleigh Christmas Parade. Live television coverage was Saturday, November 22nd at 10am from downtown Raleigh. Over 65,000 people lined the street for this spectacular show, in addition to thousands more watching at home. This event annually ranks as one of the largest parades on the East Coast. The parade was hosted by WRAL-TV morning news personalities Bill Leslie and Renee Chou, with Lynda Loveland serving as street-side reporter. This year's parade featured 115 entries, including marching bands, festive floats, giant balloons, animals, entertainers, specialty vehicles, plus special holiday surprises. This was the 41st consecutive year that the event was broadcast live by WRAL-TV. The parade was also streamed live on WRAL.com.</p> <p>**Explanation for WRAL's 5.1 core children's programming schedule changes: Due to WRAL's programming schedule changes, the following children's programs shifted to a new day/time for the remainder of 4th quarter: All In with Laila Ali (beginning 12/06) and Game Changers with Kevin Frazier (beginning 12/07). Promotional efforts were made to notify the public of programming schedule changes.</p> <p>***Technical Issue - On December 27th at 9:30AM, WRAL-TV's master control experienced a failure in the playback of the CBS children's program "All In with Laila Ali" that resulted in missing the first 10 minutes of the program. During that time we aired a combination of "CBS This Morning Saturday" and a trouble slide to alert viewers. Once the technical issue was resolved, we joined "All In" in progress at approximately 9:40AM. The remainder of the program aired as scheduled. In addition to immediately notifying viewers while experiencing the technical problem, the station scheduled and publicized a rebroadcast of the affected program in its entirety the following weekend (1/3/15 at 7:30pm). The station's next quarterly FCC Form 398 report will reflect this airing. ****WRAL-TV seeks to positively influence the lives of our younger audience through station tours, routine school visits, station talent involvement at family-friendly events, and donated production and/or airtime for public service announcements aired in the interest of children. Below is a more detailed accounting of the aforementioned station efforts during this quarter: -Station tours conducted for approximately 37 school-age children. -Family-friendly events benefiting children and sponsored by WRAL-TV included: --First Night Raleigh New Year's Eve Celebratio</p>
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Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	SMART START KIDS (WRAL Channel 5.1)
Origination	Local
Days/Times Program Regularly Scheduled	Saturday, 11:30-12n EST
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Smart Start Kids is a locally-produced, award-winning children's television program where preschoolers are the "stars" of the show. Produced in a magazine-style format, the children interact with show host "Willie" and travel to fun, educational places across the state of North Carolina. Together, they experience trips to new geographical locations, learn from hands-on activities, and create their own memorable stories and music. Children viewers can also participate from home or a childcare center by calling the Smart Start toll-free phone number and sharing their own exciting, personal stories such as a first trip to the beach or the arrival of a new puppy. This toll-free phone number provides access for all North Carolina children. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 14)	Response
Program Title	DR. CHRIS PET VET (WRAL Channel 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30am-11am EST
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.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 14)	Response
Program Title	ALL IN WITH LAILA ALI (WRAL Channel 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30am-10am EST
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.	ALL IN, hosted by Laila Ali, scours the globe to track down compelling stories, profiling inspirational people, groundbreaking achievements and extraordinary lifestyles. Using a magazine format, the program focuses on the achievements of individuals, who, whether through sports,culture, travel or adventure, follow their dreams. The program illustrates for viewers important life lessons: the rewards of developing a passion for some subject or discipline, the importance of setting goals and the value of not giving up. The show not only encourages a positive sense of commitment to one's goals but also the idea that hard work can achieve very positive results. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 14)	Response
Program Title	BRAIN GAME (WRAL Channel 5.1)
Origination	Local
Days/Times Program Regularly Scheduled	Saturday, 11am-11:30am EST
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.	Brain Game is a locally-produced academic trivia program featuring ninth and tenth grade students competing in a weekly competition. This show challenges students' knowledge in the areas of math, science, history, public affairs/current events, and the arts. The nine highest scoring teams compete in a televised year-end playoff tournament. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 14)	Response
Program Title	LUCKY DOG (WRAL CHANNEL 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10-10:30am EST
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.	Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 14)	Response
Program Title	SMART START KIDS (WRAL Channel 5.2)
Origination	Local
Days/Times Program Regularly Scheduled	Sunday,9-9:30am EST

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Smart Start Kids is a locally-produced, award-winning children's television program where preschoolers are the "stars" of the show. Produced in a magazine-style format, the children interact with show host "Willa" and travel to fun, educational places across the state of North Carolina. Together, they experience trips to new geographical locations, learn from hands-on activities, and create their own memorable stories and music. Children viewers can also participate from home or a childcare center by calling the Smart Start toll-free phone number and sharing their own exciting, personal stories such as a first trip to the beach or the arrival of a new puppy. This toll-free phone number provides access for all North Carolina children. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 14)	Response
Program Title	ANIMAL RESCUE (WRAL Channel 5.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 9:30am-10am EST
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.	Animal Rescue is a weekly half-hour reality series showcasing spectacular rescues of all types of animals. The series focuses on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatment, care & protection. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (8 of 14)	Response
Program Title	ANIMAL ATLAS I (WRAL CHANNEL 5.2)

Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10-10:30am EST
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exceptional educational value.

Other Matters (9 of 14)	Response
Program Title	ANIMAL ATLAS II (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 10:30-11am EST
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exceptional educational value.
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Other Matters (10 of 14)	Response
Program Title	ZOO CLUES I (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11-11:30am EST
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (11 of 14)	Response
Program Title	ZOO CLUES II (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:30-12n EST
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (12 of 14)	Response
Program Title	ON THE SPOT I (WRAL CHANNEL 5.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 12-12:30pm EST
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

Other Matters (13 of 14)	Response
Program Title	ON THE SPOT II (WRAL CHANNEL 5.2)
Origination	Network

Days/Times Program Regularly Scheduled	Sunday, 12:30-1pm EST
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

Other Matters (14 of 14)	Response
Program Title	GAME CHANGERS WITH KEVIN FRAZIER (WRAL Channel 5.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 11:30am-12n EST
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.

GAME CHANGERS, hosted by "omg! Insider's" Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

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>Capitol Broadcasting Company, Inc.</p>

Attachments

No Attachments.