



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0027171909** | File Number: **CPR-160908** | Submit Date: **10/09/2014** | Call Sign: **WZMQ** | Facility ID: **81448** | City:
MARQUETTE | State: **MI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/09/2014 | Filing Status: **Active**

Report reflects information for : Third 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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

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 | THISTV/metv/atv |
| | Nielsen DMA | Marquette |
| | Web Home Page Address | http://www.wzmqtv.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 | 336.0 |
| 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: | 6.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes |

Digital Core
Programs(10)

| Digital Core Program (1 of 10) | Response |
|---|---|
| Program Title | Green Screen Adventures |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 8:00 - 8:30 AM 8:30-9:00 AM; Sunday 8:00 am - 8:30 AMm 8:30 - 9:00 AM |
| Total times aired at regularly scheduled time | 39 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 7 years to 9 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 10) | Response |
|---|---------------------------|
| Program Title | Edgemont |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 10:30 - 11:00 AM |

| | |
|--|--|
| 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. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 10) | Response |
|---|---|
| Program Title | SWAP TV |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 11:00 AM - 11:30 PM - 11:30 am - 12:00 pm |
| 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. | "SWAP TV" is a weekly half-hour television series about two teenagers from different backgrounds "swapping" lives for a weekend. The series meets the educational and informational objectives of the FCC's Childrens Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 10) | Response |
|--|--|
| Program Title | World Travels |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 12:00 - 12:30 PM; 12:30 - 1:00 PM |
| 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. | The series allows teenagers to explore how individuals in various nations and continents live their daily lives and examine what are the differences in customs and languages in each locale. The series also demonstrates how to write stories about these destinations and what information is relevant to good story-telling. |

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|---|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
|---|-----|

| Digital Core Program (5 of 10) | Response |
|--|--|
| Program Title | Travel Through History |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 9:00 - 9:30 AM |
| 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. | With its travelogue format, the "Travel Through History" series entices young adults to learn more about American history. The various episodes focus on American cities and vacation destinations that have more than natural beauty and theme parks have to offer. The series uses beautiful photography and brief well-edited interviews with curators and other on-site curators and other on-site authorities, as well as graphics, vintage photos, and film footage, to set a pace that will keep a busy young mind engaged. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (6 of 10) | Response |
|--------------------------------|-----------------|
| Program Title | Mystery Hunters |
| Origination | Network |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Sundays 9:30 - 10:00 AM |
| 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 Mystery Hunters are Araya and Christina, regular kids with inquisitive minds, who travel the globe to investigate the sites and delve into the tales which have baffled people throughout the ages - looking for the Loch Ness Monster, unraveling a smelly mummy, searching for Princess Anastasia, and learning the true story of King Tut. Armed with video cameras and their instincts, they gather facts and meet the experts, debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena. They use critical thinking and scientific reasoning to show that things are not always what they seem. Back at the Discovery Mystery Lab, Doubting Dave, the resident skeptical scientist, challenges viewers to send in their own mysteries, and then tackles the questions with experiments and logical explanations. Dave also assists the Mystery Hunters with their investigations. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (7 of 10) | | Response |
|--------------------------------------|--|----------|
| Program Title | | Safari |
| Origination | | Network |

| | |
|---|--|
| Days/Times Program Regularly Scheduled | Sundays 10:00 AM - 10:30 AM |
| 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. | Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 10) | Response |
|---|---|
| Program Title | Zoo Clues |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 11:00 AM - 11:30 AM; 11:30 - 12:00 AM |

| | |
|--|---|
| 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. | 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. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal "Olympics" where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet. The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: "sounds complicated, doesn't it? and "let's investigate!") while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that Zoo Clues is one of those rare programs that would work visually with the sound off-or as a radio show with no visuals at all. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (9 of 10) | Response |
|--------------------------------|-------------|
| Program Title | On the Spot |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Sundays 12:00 - 12:30 PM; 12:30 - 1:00 PM |
| 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 (10 of 10) | | Response |
|------------------------------------|--|---------------|
| Program Title | | Animal Rescue |
| Origination | | Network |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Saturdays 10:00 AM - 10:30 PM; 10:30 am - 11:00 pm |
| 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. | . "ANIMAL RESCUE" furthers the educational and informational needs of children 13 to 16 years of age with its programming content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values. |
| 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 | Randy Carlisle |
| Address | P.O. Box 416 |
| City | Marquette |
| State | MI |
| Zip | 49855 |
| Telephone Number | 906-361-3338 |
| Email Address | rc@wzmqtv.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 (7)

| Other Matters (1 of 7) | Response |
|--|---|
| Program Title | Saved By the Bell |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 10:00 - 10:30 AM, 10:30 - 11:00 AM, 11:00 - 11:30 AM, 11:30 AM - 12:00 PM |
| Total times aired at regularly scheduled time | 52 |
| 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. | "Saved By The Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as dealing with the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens. The Children's Television Act of 1990 ("CTA") imposed a requirement on the FCC to consider in its review of television station renewals the extent to which the licensee had served the educational and informational needs of children through its overall programming, including programming specifically designed to serve such needs. In adopting the CTA, Congress recognized a number of existing programs that already served such needs and in that context specifically mentioned "Saved By The Bell" in the Senate Report that accompanied the CTA, describing the program as "valuable" and "aimed at high school students and addressing typical problems and conflicts faced by teens." In adopting the regulations that implemented the CTA in 1991, the FCC also noted that Congress had singled out "Saved By The Bell" for mention: "The legislative history provides a wealth of examples of children's programming that is educational and informational. These include . . . "Saved By The Bell" (topical problems and conflicts faced by teens) Where determinations of whether a program qualifies as 'educational and informational' are in doubt, we will expect licensees to substantiate their determinations. We will rely on the guidance given in the legislative history, including the specific examples cited above, in ruling on the sufficiency of such demonstrations." Consistent with these findings, the FCC has granted the renewal applications of television stations that have relied on "Saved By The Bell" to satisfy their obligation to air programming specifically designed to serve the educational and informational needs of children aged 16 years and under. |

| Other Matters (2 of 7) | Response |
|--|-------------------------------|
| Program Title | Family Styles With Chef Jeff |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 12:00 PM - 12:30 FM |

| | |
|--|--|
| 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. | Family Style with Chef Jeff does not lay out its learning objectives and it doesn't have to--it has them throughout the program. Bellum has taken an engaging cooking program for adults and given it several layers that work for delivering real information for teens in the 13-16-year-old audience. The first layer is a series of informational graphics that appear frequently throughout the episode. When an alligator steals a catch alongside the Chef's small boat, we are reminded of the nature, weight, and length of the predatory reptile. When a local catch, a black drum fish, is brought in for the meal we are given its protein and fat percentages. Understandably, this information would be of equal interest to informed adult eaters. The second layer is the meaningful inclusion of a target audience peer in the food preparation. From the grocery store to the stove, the teen is involved. The teen delivers information but also asked questions-frequently questions viewers of any age would have-for example, what exactly is "Swiss" chard? This is a great device to clarify information the host takes for granted. The third education and information layer is the choice of the host, Chef Jeff. It is difficult to find an adult genuinely excited about his field who can speak to a 13-16 year-old audience without being condescending or pedantic. Chef Jeff plays the role of knowledgeable friend more than the role of teacher-less Mr. Wizard and more Dr. Who. The young person in the kitchen immediately becomes an honorary chef, and is so addressed by the host. He pours the olive oil, slices the beets, added the clam juice. While Chef Jeff does the heavy lifting in meal preparation, his instructions benefits both the co-host and the adults among us who could also a little help in preparing meals. Those valuable information graphics give the viewer exact information about temperature and time, spices, and the history that makes the meal more exciting. In the end, it is the teen that gives the ingredient summary. |

| Other Matters (3 of 7) | Response |
|---|----------------------------------|
| Program Title | Mystery Hunters |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 8:00 - 8:30, 8:30 - 9:00 |
| 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. | The Mystery Hunters are Araya and Christina, regular kids with inquisitive minds, who travel the globe to investigate the sites and delve into the tales which have baffled people throughout the ages - looking for the Loch Ness Monster, unraveling a smelly mummy, searching for Princess Anastasia, and learning the true story of King Tut. Armed with video cameras and their instincts, they gather facts and meet the experts, debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena. They use critical thinking and scientific reasoning to show that things are not always what they seem. Back at the Discovery Mystery Lab, Doubting Dave, the resident skeptical scientist, challenges viewers to send in their own mysteries, and then tackles the questions with experiments and logical explanations. Dave also assists the Mystery Hunters with their investigations. |
|--|---|

| Other Matters (4 of 7) | Response |
|--|--|
| Program Title | Coolest Plases on Earth |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Satudays 11:00 - 11:30 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. | "The Coolest Places on Earth" is an exploration of cities (both modern and ancient), natural wonders, and cultural history, heavy with engaging content, fast-paced editing, and the accessible, conversational narration we have come to expect from Bellum Entertainment. The series' tone, information, and rich factual content reaches and serves the target 13-16-year-olds with a style that informs, supports, and encourages the kind of engaged thinking that have emerged from the Common Core State Standards. These standards, now adopted by 45 states and the District of Columbia recognize the importance of engaging, relevant information about the world young people live in. This series' episode also touches key points in the National Geography standards. Each program features a minimum of three different locations, each separate geographically and historically. In the reviewed episode, which covered more than six locations, including contemporary New Zealand, historical Savannah, Georgia, and Sassi di Matera, Italy. The range of context in the episode's highlights is focused and diverse, allowing fascinating history and culture-pirates, ghosts, caves, and ice hotels in the reviewed episode--and striking contemporary visuals that put the information in context. For 13-16-year-olds, this matches neatly with the National Geography Standards (Geography for Life). The standards want to equip young people with knowledge, perspectives and information to engage in "Earth's diverse cultures and natural environments." This program does that nicely while supplying stories to hold the mind of the viewer. The "coolest places on earth" are defined by history and culture, not just by the striking visuals that accompany every segment. Beyond geography, it covers food, art, architecture, music, and cultural events like festivals. |

| Other Matters (5 of 7) | Response |
|------------------------|--------------|
| Program Title | Animal Atlas |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Saturdays 12:30 PM - 1:00 PM; Sundays 10:00 AM - 10:30 AM, 0:30 AM - 11:00 AM; 12:30 PM - 1:00 PM |
| Total times aired at regularly scheduled time | 52 |
| 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 exception education value. |

| Other Matters (6 of 7) | Response |
|---|---|
| Program Title | Zoo Clues |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays 11:00 AM - 11:30 AM; 11:30 - 12:00 AM |
| 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. | <p>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. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal "Olympics" where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet. The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: "sounds complicated, doesn't it? and "let's investigate!") while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that Zoo Clues is one of those rare programs that would work visually with the sound off-or as a radio show with no visuals at all.</p> |
|--|--|

| Other Matters (7 of 7) | Response |
|--|---|
| Program Title | On the Spot |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 11:30 AM - 12:00 PM; Sundays 12:00 - 12:30 PM; 12:30 - 1:00 PM |
| Total times aired at regularly scheduled time | 39 |
| 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. | <p>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.</p> |

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>Paul Belschner</p> |

Attachments

No Attachments.