Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-146689** | Submit Date: **10/21/2013** | Call Sign: **WMC-TV** | Facility ID: **19184**
City: **MEMPHIS** | State: **TN**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/21/2013** | Filing Status: **Active**

Report reflects information for : Third Quarter of 2013

General Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Memphis
	Web Home Page Address	www.wmctv.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:	7.0
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(19)

Digital Core Program (1 of 19)	Response
Program Title	Justin Time (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7/6/13-9/28/13 @ 10:00 a.m.
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's time for an adventure! Watch Justin and his pals, Olive and Squidgy, as they become stars in the biggest stories of all time, told from every corner of the world!
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	Justin Time (Digital - WMC-TV)
List date and time rescheduled	7/6 @ 12:00 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/6 EJTM106DH
Reason for Preemption	Sports

Digital Core Program (2 of 19)	Response
Program Title	Tree Fu Tom (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7/6/13-9/28/13 @ 10:30 a.m.
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins

Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TREE FU TOM is all about the amazing adventures of a young boy called Tom in the wondrous, enchanted kingdom of Treetopolis, where movement creates magic and the audience can be superheroes too.
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	Tree Fu Tom (Digital - WMC-TV)
List date and time rescheduled	7/6 @ 12:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/6 ETFT101DH
Reason for Preemption	Sports

Digital Core Program (3 of 19)	Response
Program Title	Lazytown (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7/6/13-9/28/13 @ 11:00 a.m.
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things.
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	Lazytown (Digital - WMC-TV)

List date and time rescheduled	8/17 @ 9:00 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/17 ELZT123DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazytown (Digital - WMC-TV)
List date and time rescheduled	9/21 @ 9:00 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/21 ELZT108DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Lazytown (Digital - WMC-TV)
List date and time rescheduled	7/13 @ 9:00 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/13 ELZT111DH
Reason for Preemption	Sports

Digital Core Program (4 of 19)	Response
Program Title	Noodle & Doodle (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-9/28/13, 11:30 A.M.
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7

Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat!
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	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	8/17 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/17 ENAD101DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	9/21 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/21 ENAD104DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	9/14 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/14 ENAD106DH
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	7/13 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/13 ENAD111DH
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	8/24 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/24 ENAD112DH
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	8/31 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/31 ENAD110DH
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Noodle & Doodle (Digital - WMC-TV)
List date and time rescheduled	9/28 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/28 ENAD102DH
Reason for Preemption	Sports

Digital Core Program (5 of 19)	Response
Program Title	The Chica Show (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7/7/13-9/29/13, 10:00 a.m.
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/ dancing duo of Mr. and Mrs. C ... (also known as Chica's Mom and Dad) ... welcome you with open wings for fantastic adventures and dress-up fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 19)	Response
Program Title	Pajanimals (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7/7/13-9/29/13, 10:30 a.m.
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home!
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 19)	Response
Program Title	Green Screen Adventures (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-9/28/13 @ 9:00 a.m.
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	7 years to 13 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 19)	Response
Program Title	Busy World of Richard Scarry (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-9/28/13 @ 9:30 a.m.
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 19)	**Response**
Program Title	Wimzie's House (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-9/28/13 @ 10:00 & 10:30 a.m.
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	3 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 19)	**Response**
Program Title	Country Mouse, City Mouse (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-9/28/13 @ 10:00 & 11:00 a.m.
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	4 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The general educational goal and discrete educational objectives are fully integrated with the story-lines, characters and settings that make up "The Country Mouse and the City Mouse Adventures." By focusing on the world-wide travels and adventures of two mice with differing backgrounds and viewpoints, the series provides the young viewing audience with a multi-faceted nonthreatening and relatable arena from which to observe and learn from the actions of others. Learning is attractive, natural, and part of the overall fun of the series.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 19)	**Response**
Program Title	Danger Rangers (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-9/28/13 @ 11:30 a.m.
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	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 19)	**Response**
Program Title	The Doodlebops (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7/7/13-9/29/13 @ 9:00 & 9:30 a.m.
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 19)	**Response**
Program Title	Real Life 101 (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-8/31/13 @ 9:00 a.m.
Total times aired at regularly scheduled time	9
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid implressions that can be used by the series' young audience.

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

Digital Core Program (14 of 19)	**Response**
Program Title	Ultimate Choice (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 7/6/13-8/31/13 @ 9:30 a.m.
Total times aired at regularly scheduled time	9
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.	Ultimate Choice provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the physical and moral issues through the subjects explored and discussed on this television series. In each of the episodes within this series, eight teens, who have just finished an extreme adventure that brought them face-to-face with challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 19)	**Response**
Program Title	Animal Atlas (Digital - Bounce TV)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7/6/13-9/30/13 @ 10:00 a.m.
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 is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as "Animal Appetites" (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), "Animal Antics", (a hilarious look at the crazy physical antics and talents of certain species), "Animal Babies" (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (16 of 19)	**Response**
Program Title	Safari Tracks (Digital - Bounce TV)
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 7/6/13-9/30/13 @ 10:30 a.m.
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 Tracks is an exciting, entertaining, FCC and advertiser friendly series of half-hour programs focused entirely on African wildlife. Each show explores the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by "Ushaka", the show's young South African host, "Safari Tracks" takes the viewer to the brushlands of the savanna, the great Okavango, the remote beaches of Madagascar, and the greatest game reserves in Africa -- all with the goal of entertaining and educating young viewers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 19)	**Response**
Program Title	Teen Kids News (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7/7/13-9/29/13 @ 9:00 & 9:30 a.m.
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word", (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates 13-16 olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school cirriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (18 of 19)	**Response**
Program Title	Culture Click (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9/7/13-9/30/13 @ 9:00 a.m.
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.	This series explores the genesis and reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake opens each week with a list of what's trending on the web that week, which serves as a jumping-off point for a deep-dive into the culture that shapes us. The web is just the starting point for Nzinga in her quest for knowledge. Culture Click is a highly interactive journey that evokes curiosity about our world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 19)	**Response**
Program Title	Animal Atlas (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9/7/13-9/30/13 @ 9:30 a.m.
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.	Animal Atlas is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as "Animal Appetites" (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), "Animal Antics", (a hilarious look at the crazy physical antics and talents of certain species), "Animal Babies" (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

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	Terry L. Kubicki
Address	1960 Union Avenue
City	Memphis
State	TN
Zip	38104
Telephone Number	901.726.0501
Email Address	tkubicki@wmctv.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.	Due to the federal government shutdown, the FCC's electronic filing system was not accessible from October 1 to October 16, 2013. The station was not able to work on the quarterly 398 report or post any materials to the station's online public inspection file during the shutdown.

Other Matters (22)

Other Matters (1 of 22)	Response
Program Title	Justin Time (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 10:00 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It's time for an adventure! Watch Justin and his pals, Olive and Squidgy, as they become stars in the biggest stories of all time, told from every corner of the world!

Other Matters (2 of 22)	Response
Program Title	Tree Fu Tom (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 10:30 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TREE FU TOM is all about the amazing adventures of a young boy called Tom in the wondrous, enchanted kingdom of Treetopolis, where movement creates magic and the audience can be superheroes too.

Other Matters (3 of 22)	Response
Program Title	Lazytown (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 11:00 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things.

Other Matters (4 of 22)	Response
Program Title	Make Way For Noddy (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 11:30 a.m.

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Make Way for Noddy" follows the adventures of Noddy, a little wooden boy with a nodding head and a jingly blue hat whose innocent enthusiasm leads him into all sorts of tricky situations. Along with his toy friends in the colorful world of Toyland, Noddy learns important life lessons.

Other Matters (5 of 22)	**Response**
Program Title	The Chica Show (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10/6/13-12/29/13, 10:00 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/ dancing duo of Mr. and Mrs. C ... (also known as Chica's Mom and Dad) ... welcome you with open wings for fantastic adventures and dress-up fun.

Other Matters (6 of 22)	**Response**
Program Title	Pajanimals (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10/6/13-12/29/13, 10:30 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home!

Other Matters (7 of 22)	**Response**
Program Title	Green Screen Adventures (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-10/26/13, 9:00 A.M.
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years

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

Other Matters (8 of 22)	**Response**
Program Title	Animal Atlas (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 11/3/13-12/29/13, 9:00 a.m.
Total times aired at regularly scheduled time	9
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 is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as "Animal Appetites" (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), "Animal Antics", (a hilarious look at the crazy physical antics and talents of certain species), "Animal Babies" (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

Other Matters (9 of 22)	**Response**
Program Title	Busy World of Richard Scary (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-10/26/13, 9:30 A.M.
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.

Other Matters (10 of 22)	**Response**
Program Title	Animal Atlas (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 11/3/13-12/29/13, 9:30 a.m.
Total times aired at regularly scheduled time	9
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 is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as "Animal Appetites" (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), "Animal Antics", (a hilarious look at the crazy physical antics and talents of certain species), "Animal Babies" (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

Other Matters (11 of 22)	**Response**
Program Title	Wimzie's House (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-10/26/13, 10:00 & 10:30 a.m.
Total times aired at regularly scheduled time	8
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.	Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside.After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.

Other Matters (12 of 22)	**Response**
Program Title	Zoo Clues (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 11/3/13-12/29/13, 10:00 & 10:30 a.m.
Total times aired at regularly scheduled time	18
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.

Other Matters (13 of 22)	**Response**
Program Title	Country Mouse, City Mouse (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-10/26/13, 11:00 a.m.
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	4 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The general educational goal and discrete educational objectives are fully integrated with the story-lines, characters and settings that make up "The Country Mouse and the City Mouse Adventures." By focusing on the world-wide travels and adventures of two mice with differing backgrounds and viewpoints, the series provides the young viewing audience with a multi-faceted nonthreatening and relatable arena from which to observe and learn from the actions of others. Learning is attractive, natural, and part of the overall fun of the series.

Other Matters (14 of 22)	**Response**
Program Title	On The Spot (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 11/3/13-12/29/13, 11:00 a.m.
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.

Other Matters (15 of 22)	**Response**
Program Title	Danger Rangers (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-10/26/13, 11:30 a.m.
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.

Other Matters (16 of 22)	**Response**
Program Title	On The Spot (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 11/3/13-12/29/13, 11:30 a.m.
Total times aired at regularly scheduled time	9
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.

Other Matters (17 of 22)	**Response**
Program Title	Doodlebops Rockin' Road Show (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10/6/13-10/27/13, 9:00 a.m.
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure!

Other Matters (18 of 22)	**Response**
Program Title	Doodlebops (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10/6/13-10/27/13, 9:30 a.m.
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories.

Other Matters (19 of 22)	**Response**

Program Title	Culture Click (Digital - Bounce)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 9:00 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series explores the genesis and reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake opens each week with a list of what's trending on the web that week, which serves as a jumping-off point for a deep-dive into the culture that shapes us. The web is just the starting point for Nzinga in her quest for knowledge. Culture Click is a highly interactive journey that evokes curiosity about our world.

Other Matters (20 of 22)	**Response**
Program Title	Animal Atlas (Digital - Bounce)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 9:30 & 10:00 a.m.
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.	Animal Atlas is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as "Animal Appetites" (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), "Animal Antics", (a hilarious look at the crazy physical antics and talents of certain species), "Animal Babies" (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

Other Matters (21 of 22)	**Response**
Program Title	Safari Tracks (Digital - Bounce)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10/5/13-12/28/13, 10:30 a.m.
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.	Safari Tracks is an exciting, entertaining, FCC and advertiser friendly series of half-hour programs focused entirely on African wildlife. Each show explores the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by "Ushaka", the show's young South African host, "Safari Tracks" takes the viewer to the brushlands of the savanna, the great Okavango, the remote beaches of Madagascar, and the greatest game reserves in Africa -- all with the goal of entertaining and educating young viewers.

Other Matters (22 of 22)	**Response**
Program Title	Teen Kid News (Digital - Bounce)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10/6/13-12/29/13, 9:00 & 9:30 a.m.
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word", (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates 13-16 olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school cirriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information,and belief there is good ground to support it; and that it is not interposed for delay. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application. WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WMC License Subsidiary, LLC**

Attachments

No Attachments.