



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-132281** | Submit Date: **07/09/2012** | 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:
07/09/2012 | Filing Status: **Active**

Report reflects information for : Second Quarter of 2012

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	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(17)

Digital Core Program (1 of 17)	Response
Program Title	Real Life 101 (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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	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 impressions 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 (2 of 17)	Response
Program Title	Ultimate Choice (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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	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 (3 of 17)

Response

Program Title	Animal Atlas (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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 (4 of 17)	Response
Program Title	Safari Tracks (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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 (5 of 17)	Response
Program Title	Teen Kids News (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 11:00 a.m. & 11:30 a.m.)
Total times aired at regularly scheduled time	24
Total times aired	26
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.	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 curriculum 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 Preemption Programs #1

Questions	Response
Title of Program	Teen Kids News (Digital - Bounce TV)
List date and time rescheduled	Feb 19 - 10:30 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 #	Feb 18 - TKO 835
Reason for Preemption	Public Interest

Digital Preemption Programs #2

Questions	Response
Title of Program	Teen Kids News (Digital - Bounce TV)
List date and time rescheduled	Feb 19 - 10:00 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 #	Feb 18 - TKO 833
Reason for Preemption	Public Interest

Digital Core Program (6 of 17)

	Response
Program Title	Green Screen Adventures (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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 (7 of 17)	Response
Program Title	Busytown Mysteries (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 17)	Response
Program Title	Busy World of Richard Scary (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 10:00 a.m. & 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 7 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 17)	Response
Program Title	Dino Squad (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 11:00 a.m & 11:30 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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core

Program (10 of 17) Response

Program Title	Doodlebops (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 9:00 a.m. & 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 (11 of 17)	
	Response
Program Title	Jane & the Dragon (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jane and the Dragon is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

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	Jane & the Dragon (Digital - WMC-TV)
List date and time rescheduled	6/17 @ 11 a.m.
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 #	6/9 JAD207
Reason for Preemption	Sports

Digital Core Program (12 of 17)		Response
Program Title		Babar (Digital - WMC-TV)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays (4/7/12-6/30/12 @ 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		6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 17)	Response
Program Title	Willa's Wild Life (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 11:00 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

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	Willa's Wild Life (Digital - WMC-TV)
List date and time rescheduled	Mar 10 - 9:00 a.m.
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 #	Mar 10 - WIL013
Reason for Preemption	Sports

Digital Core Program (14 of 17)		Response
Program Title		Pearlie (Digital - WMC-TV)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays (4/7/12-6/30/12 @ 11:30 a.m.)
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlle is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlle learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlle rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlle because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.
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	Pearlie (Digital - WMC-TV)
List date and time rescheduled	Mar 10 - 9:30 a.m.
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 #	Mar 10 - PEA 106
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie (Digital - WMC-TV)
List date and time rescheduled	Jan 14 - 9:30 a.m.
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 #	Jan 14 - PEA 108
Reason for Preemption	Sports

Digital Core Program (15 of 17)

	Response
Program Title	Turbo Dogs (Digital - WMC-TV)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/7/12-6/30/12 @ 10:00 a.m.)
Total times aired at regularly scheduled time	5
Total times aired	6
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Turbo Dogs" is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs
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	Turbo Dogs (Digital - WMC-TV)
List date and time rescheduled	Jan 8 - 11:30 a.m.
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 #	Jan 8 - TDO 114

Reason for Preemption

Non-breaking News

Digital Core Program (16 of 17)**Response**

Program Title	The Zula Patrol Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays (4/8/12-6/24/12 @ 10:00 a.m.)
Total times aired at regularly scheduled time	7
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the book series by Deborah Manchester, The Zula Patrol teaches science and astronomy facts to a target audience of children 6-10 years of age. The Zula Patrol is a group of six animated aliens, headed by Captain Bula, who carry out a variety of scientific space missions. During their missions, Captain Bula and his crew often encounter their foe, Dark Truder, and his minion, Traxie, who are trying to take over the universe. Over the course of the story, the audience learns different facts about specific space topics such as stars, planets, orbits, moons, asteroids, comets, gravity, and space probes. The information is then highlighted during a segment where crew member Professor Multo delivers his Multo-Moments or summary of scientific facts from the story. Typically, the stories also provide a social-emotional tag based on tolerance and non-violent conflict-resolution.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 17)	Response
Program Title	Sheldon (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays (4/8/12-6/24/12 @ 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Sheldon" is an animated series about a school-aged yoka shell mollusk named Sheldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Sheldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
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Title of Program	Shelldon (Digital - WMC-TV)
List date and time rescheduled	Jan 8 - 12n
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 #	Jan 8 - SHL 004
Reason for Preemption	Non-breaking News

**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.	

Other Matters (16)

Other Matters (1 of 16)	Response
Program Title	Jane and the Dragon (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 10:00 a.m.)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jane and the Dragon is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.

Other Matters (2 of 16)	Response
Program Title	Babar (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 10:30 a.m.)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

Other Matters (3 of 16)	Response
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Program Title	Willa's Wild Life (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 11:00 a.m.)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

Other Matters (4 of 16)	Response
Program Title	Pearlie (Digital - WMC-TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 11:30 a.m.)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.
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Other Matters (5 of 16)

Response

Program Title	The Zula Patrol Digital - WMC-TV)
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Sundays 4/1/12-6/24/12 @ 11:30 a.m.)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	6 years to 10 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the book series by Deborah Manchester, The Zula Patrol teaches science and astronomy facts to a target audience of children 6-10 years of age. The Zula Patrol is a group of six animated aliens, headed by Captain Bula, who carry out a variety of scientific space missions. During their missions, Captain Bula and his crew often encounter their foe, Dark Truder, and his minion, Traxie, who are trying to take over the universe. Over the course of the story, the audience learns different facts about specific space topics such as stars, planets, orbits, moons, asteroids, comets, gravity, and space probes. The information is then highlighted during a segment where crew member Professor Multo delivers his Multo-Moments or summary of scientific facts from the story. Typically, the stories also provide a social-emotional tag based on tolerance and non-violent conflict-resolution.
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Other Matters (6 of 16)

Response

Program Title	Shelldon (Digital - WMC-TV)
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Sundays (04/1/12-06/24/12, 10:30 a.m.)
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Other Matters (7 of 16)	Response
Program Title	Green Screen Adventures (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 4/07/12-6/30/12 @ 9:00 a.m.)
Total times aired at regularly scheduled time	13
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 16)	Response
Program Title	Busytown Mysteries (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 4/07/12-6/30/12 @ 9:30 a.m.)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.
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Other Matters (9 of 16)	Response
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Program Title	Busy World of Richard Scary (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 4/07/12-6/30/12 @ 10:00 & 10:30 a.m.)
Total times aired at regularly scheduled time	26
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.
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Other Matters (10 of 16)	Response
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Program Title	Dino Squad (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 4/07/12-6/30/12 @ 11:00 & 11:30 a.m.)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done.
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Other Matters (11 of 16)	Response
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Program Title	Doodlebops (Digital - ThisTV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 4/01/12-6/24/12 @ 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	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 (12 of 16)	Response
Program Title	Real Life 101 (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 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.	"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 impressions that can be used by the series' young audience.

Other Matters (13 of 16)	Response
Program Title	Ultimate Choice (Digital - Bounce TV)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 9:30 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.	"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.
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Other Matters (14 of 16)

Response

Program Title	Animal Atlas (Digital - Bounce TV)
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 10:00 a.m.)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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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.
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Other Matters (15 of 16)

Response

Program Title	Safari Tracks (Digital - Bounce TV)
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays (4/07/12-6/30/12 @ 10:30 a.m.)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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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 (16 of 16)

Response

Program Title Teen Kids News (Digital - Bounce TV)

Origination Syndicated

Days/Times Program Regularly Scheduled Saturdays (4/07/12-6/30/12 @ 11:00 & 11:30 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 curriculum 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
<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>WMC License Subsidiary, LLC</p>

Attachments

No Attachments.