



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0002538445** | File Number: **CPR-153051** | Submit Date: **07/10/2014** | Call Sign: **WKCF** | Facility ID: **53465** | City:

CLERMONT State: FL

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

07/10/2014 Filing Status: Active

## Report reflects information for : First Quarter of 2014

| General     |
|-------------|
| Information |

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

# Applicant Information

#### **Applicant Name, Type, and Contact Information**

| Applicant | Address | Phone | Email | Applicant Type |  |
|-----------|---------|-------|-------|----------------|--|
|-----------|---------|-------|-------|----------------|--|

Contact Representatives (0) Contact Name Address Phone Email Contact Type

#### Children's Television Information

| Section      | Question              | Response                  |
|--------------|-----------------------|---------------------------|
| Station Type | Station Type          | Network Affiliation       |
|              | Affiliated network    | CW/Estre/ThisTV           |
|              | Nielsen DMA           | Orlando-Daytona-Melbourne |
|              | Web Home Page Address | www.cw18tv.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  | 4.0      |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream  | 336.0    |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:  | 6.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes      |

## Digital Core Programs(15)

| Digital Core<br>Program (1<br>of 15)   | Response   |
|--|--|
| Program Title  | The Adventures Of Chuck and Friends  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday/7-7:30a   |
| Total times aired at regularly scheduled time  | 6  |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience   | 4 years to 7 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Adventures of Chuck and Friends is an action-comedy to inspire children, especially (4-to 7-year-old) boys to approach playtime as an exciting, limitless adventure, in which everyone learns how to solve problems creatively, compassionately, and with a sense of humor. Chuck's storylines and characters aim to spark young children's imaginations, and encourage them to think of fun ways of turning their daydreams into action-packed adventures and games with their real-life friends. To support this mission, the characters and stories will inspire children to be good friends to their peers at home and at school by approaching social situations with self-confidence and a willingness to try new things. Through each week's stories, Chuck and his friends will use problem-solving strategies such as teamwork, thinking creatively, taking responsibilities for their actions, perseverance when they encounter obstacles, and to ask for help when trying to handle a frustrating situation. Each week's stories will demonstrate through creative storytelling by acknowledging that making mistakes is a natural part of any problem-solving and everyone has strengths and weaknesses. Main Digital. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Digital Core<br>Program (2 of 15)  | Response  |
|--|---|
| Program Title  | Rescue Heroes   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday/7-7:30a  |
| Total times aired at regularly scheduled time  | 7   |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of<br>Preemptions for<br>other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience  | 6 years to 11 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11-minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off preparedness, procedure, training and teamwork. At the end of each episode, the Rescue Heroes reinforce various safety tips and information relating to the educational message portrayed in the story Main Digital. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core<br>Program (3 of 15)               | Response         |
|---|------------------|
| Program Title                                   | Rescue Heroes    |
| Origination                                     | Network          |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturday/7:30-8a |

| Total times aired at regularly scheduled time  | 13  |
|--|---|
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of<br>Preemptions for<br>other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience  | 6 years to 11 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11-minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off preparedness, procedure, training and teamwork. At the end of each episode, the Rescue Heroes reinforce various safety tips and information relating to the educational message portrayed in the story Main Digital. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core<br>Program (4<br>of 15)            | Response           |
|---|--------------------|
| Program Title                                   | On The Spot        |
| Origination                                     | Syndicated         |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturday/12-12:30p |
| Total times aired at regularly scheduled time   | 13                 |
| Total times aired                               |                    |
| Number of<br>Preemptions                        | 0                  |

| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
|--|---|
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond faretrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mait forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are given by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people is essential It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star and is demonstrated by every type of person. Main Digital. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core Program (5 of 15)                     | Response          |
|--|-------------------|
| Program Title                                      | Aqua Kids         |
| Origination  | Syndicated        |
| Days/Times Program<br>Regularly Scheduled          | Saturday/12:30-1p |
| 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<br>Rescheduled               |                   |
| Length of Program                                  | 30 mins           |

| Age of Target Child<br>Audience  | 13 years to 16 years   |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. Main Digital. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (6 of 15)   | Response  |
|--|---|
| Program Title  | Wild America  |
| Origination  | Syndicated  |
| Days/Times Program Regularly<br>Scheduled  | Saturday/1-1:30p  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than<br>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. | Series exploring the variety of wildlife found throughout the United States. Wild America is a science television series that focuses on the wild animals and wild lands of North America. Marty Stouffer created and hosts the show. Main Digita |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program<br>(7 of 15)             | Response         |
|---|------------------|
| Program Title                                 | DragonFly TV     |
| Origination                                   | Syndicated       |
| Days/Times Program<br>Regularly Scheduled     | Saturday/1:30-2p |
| Total times aired at regularly scheduled time | 13               |
| Total times aired                             |                  |
| Number of Preemptions                         | 0                |

| Number of<br>Preemptions for other<br>than Breaking News   |  |
|--|--|
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of Target Child<br>Audience  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dragonfly TV highlights children "doing" projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. Main Digital. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (8 of 15)   | Response  |
|--|---|
| Program Title  | Made In Hollywood: Teen Edition   |
| Origination  | Syndicated  |
| Days/Times Program Regularly<br>Scheduled  | Saturday/2-2:30p  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than<br>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. | A show that teaches kids about different aspects of working in entertainment and piques their interest in the industry. Features interviews with today's top behind-the-scenes crews and entertainment professionals. Main Digital. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Program (9 of 15) Response           |  |
|--------------------------------------|--|
| Program Title Animal Atlas - This TV |  |

| Origination  | Syndicated   |
|--|--|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday/10-10:30a   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value. Multicast. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes  |

|                 | Digital Core  |                        |  |
|-----------------|---------------|------------------------|--|
|                 | Program (10   |                        |  |
| of 15) Response |               | Response               |  |
|                 | Program Title | Animal Atlas - This TV |  |
|                 | Origination   | Syndicated             |  |

| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday/10:30-11a  |
|--|---|
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Total times aired  |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content wire short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together the connection between the differing members of the animal kingdom including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value. Multicast. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes   |

| Digital Core<br>Program (11<br>of 15) | Response            |
|---------------------------------------|---------------------|
| Program Title                         | Zoo Clues - This TV |
| Origination                           | Syndicated          |

| Day := /T'   | Complex 44 44:20a   |
|--|---|
| Days/Times Program Regularly Scheduled   | Sunday 11-11:30a  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The series Zoo Clues will keep 13- to 16-year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal "Olympics" where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet. The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: "sounds complicated, doesn't it?" and "let's investigate!") while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that Zoo Clues is one of those rare programs that would work visually with the sound off-or as a radio show with no visuals at all. Multicast. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

Digital Core Program (12 of 15)

Response

|  | Program Title  | Zoo Clues - This TV   |
|--|--|---|
|  | Origination  | Syndicated  |
|  | Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday 11:30a-12p   |
|  | Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
|  | Total times aired  |   |
|  | Number of<br>Preemptions   | 0   |
|  | Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
|  | Number of<br>Preemptions<br>Rescheduled  |   |
|  | Length of<br>Program   | 30 mins   |
|  | Age of<br>Target Child<br>Audience   | 13 years to 16 years  |
|  | Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The series Zoo Clues will keep 13- to 16-year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal "Olympics" where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet. The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: "sounds complicated, doesn't it?" and "let's investigate!") while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that Zoo Clues is one of those rare programs that would work visually with the sound off-or as a radio show with no visuals at all. Multicast. |
|  | Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core<br>Program (13<br>of 15)  | Response   |
|--|--|
| Program Title  | On The Spot - This TV  |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday/12-12:30p   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are given by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star and is demonstrated by every type of person. Multicast. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Digital Core<br>Program (14<br>of 15)  | Response   |
|--|--|
| Program Title  | On The Spot - This TV  |
| Origination  | Syndicated   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday/12:30-1p  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are given by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star and is demonstrated by every type of person. Multicast. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Digital Core Program (15 of 15)  | Response   |
|--|--|
| Program Title  | Animal Tracks - Estrella TV  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Monday-Saturday/8-8:30a  |
| Total times aired at regularly scheduled time  | 77   |
| 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. | Explores the magnificent African continent, from the brush lands of the Savanna to the great Okavango Delta and the mysterious world of wildlife. Multicast. |
| 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  | Lenora Boutte  |
| Address   | 1021 N. Wymore Road  |
| City  | Winter Park  |
| State   | FL   |
| Zip   | 32789  |
| Telephone Number  | 407-645-2222   |
| Email Address   | lboutte@hearst.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. | This report was timely filed on April 8, 2014. It has been amended to designate programs on the station's multicast streams that were inadvertently omitted or incorrectly designated when originally filed. A copy of the original submission confirmation is attached. |

## Other Matters (14)

| Other Matters (1 of 14)  | Response  |
|--|---|
| Program Title  | Rescue Heroes   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday/7-7:30a  |
| Total times aired at regularly scheduled time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience<br>from  | 4 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11-minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. Main Digital. |

| Other Matters (2 of 14)  | Response  |
|--|---|
| Program Title  | Rescue Heroes   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday/7:30-8a  |
| Total times aired at regularly scheduled time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience<br>from  | 5 years to 10 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11-minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. Main Digital. |

| Other<br>Matters (3 of<br>14)                   | Response             |  |
|---|----------------------|--|
| Program Title                                   | On The Spot          |  |
| Origination                                     | Syndicated           |  |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturday/12-12:30p   |  |
| Total times aired at regularly scheduled time   | 13                   |  |
| Length of<br>Program                            | 30 mins              |  |
| Age of<br>Target Child<br>Audience<br>from      | 13 years to 16 years |  |

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

| Other Matters (4 of 14)  | Response   |
|--|--|
| Program Title  | Aqua Kids  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday/12:30-1p  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child<br>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. | Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. Main Digital. |

| Program Title  | Wild America  |
|--|---|
| Origination  | Syndicated  |
| Days/Times Program Regularly<br>Scheduled  | Saturday/1-1:30p  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Series exploring the variety of wildlife found throughout the United States. Wild America is a science television series that focuses on the wild animals and wild lands of North America. Marty Stouffer created and hosts the show. Main Digital. |

| Other Matters (6 of 14)  | Response   |
|--|--|
| Program Title  | DragonFly TV   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday/1:30-2p   |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child<br>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. | Dragonfly TV highlights children "doing" projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. Main Digital. |

| Other Matters (7 of 14)  | Response   |
|--|--|
| Program Title  | Made In Hollywood: Teen Edition  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday/2-2:30p   |
| 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. | A show that teaches kids about different aspects of working in entertainment and peeks their interest in the industry. Features interviews with today's top behind-the-scenes crews and entertainment professionals. Main Digital. |

| Other<br>Matters (8 of<br>14)   | Response   |
|---|--|
| Program Title   | Animal Atlas - This TV   |
| Origination   | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled   | Sunday/10-10:30a   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time   | 13   |
| Length of<br>Program  | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core | Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value. Multicast. |

| Programming.                                    |                        |  |
|---|------------------------|--|
| Other<br>Matters (9 of<br>14)                   | Response               |  |
| Program Title                                   | Animal Atlas - This TV |  |
| Origination                                     | Network                |  |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sunday/10:30-11a       |  |
| Total times aired at regularly scheduled time   | 13                     |  |
| Length of<br>Program                            | 30 mins                |  |
| Age of<br>Target Child<br>Audience<br>from      | 13 years to 16 years   |  |

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

| Other<br>Matters (10<br>of 14)                  | Response             |
|---|----------------------|
| Program Title                                   | Zoo Clues - This TV  |
| Origination                                     | Network              |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sunday 11-11:30a     |
| Total times aired at regularly scheduled time   | 13                   |
| Length of Program                               | 30 mins              |
| Age of<br>Target Child<br>Audience              | 13 years to 16 years |

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

from

The series Zoo Clues will keep 13- to 16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal "Olympics" where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet. The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: "sounds complicated, doesn't it?" and "let's investigate!") while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that Zoo Clues is one of those rare programs that would work visually with the sound off-or as a radio show with no visuals at all. Multicast.

| Other<br>Matters (11<br>of 14) | Response            |
|--------------------------------|---------------------|
| Program Title                  | Zoo Clues - This TV |
| Origination                    | Network             |

| Days/Times<br>Program<br>Regularly<br>Scheduled           | Sunday 11:30a-12p    |  |
|---|----------------------|--|
| Total times<br>aired at<br>regularly<br>scheduled<br>time | 13                   |  |
| Length of<br>Program                                      | 30 mins              |  |
| Age of<br>Target Child<br>Audience<br>from                | 13 years to 16 years |  |

The series Zoo Clues will keep 13- to 16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together. Episode 101 explains how animals use their extraordinary senses in ways that we can't. Episode 102 creates an animal "Olympics" where animals are put together in an athletic competition based upon their statistics. It is always kept in perspective by putting the feats in human terms, such as when the leaping ability of a flea is compared to a human high jump of hundreds of feet. The music is cinematic and supportive. The narrator's everyday tone keeps everything in perspective for adolescent viewers (examples: "sounds complicated, doesn't it?" and "let's investigate!") while keeping it interesting for adults. The pull of the Mystery Animal visual quizzes and the fun of Animal Oddities make the show more interactive and will no doubt lead to interesting social media posts by viewers. The information presented is so rich and mindboggling that Zoo Clues is one of those rare programs that would work visually with the sound off-or as a radio show with no visuals at all. Multicast.

| Other<br>Matters (12<br>of 14)                  | Response              |
|---|-----------------------|
| Program Title                                   | On The Spot - This TV |
| Origination                                     | Network               |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sunday/12-12:30p      |
| Total times aired at regularly scheduled time   | 13                    |
| Length of Program                               | 30 mins               |
| Age of<br>Target Child<br>Audience<br>from      | 13 years to 16 years  |

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

| Other<br>Matters (13<br>of 14)                  | Response              |
|---|-----------------------|
| Program Title                                   | On The Spot - This TV |
| Origination                                     | Network               |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sunday/12:30-1p       |
| Total times aired at regularly scheduled time   | 13                    |
| Length of<br>Program                            | 30 mins               |
| Age of Target Child Audience from               | 13 years to 16 years  |

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

Describe the

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

| Other Matters (14 of 14)                      | Response                    |
|---|-----------------------------|
| Program Title                                 | Animal Tracks - Estrella TV |
| Origination                                   | Syndicated                  |
| Days/Times Program Regularly Scheduled        | Monday-Saturday/8-8:30a     |
| Total times aired at regularly scheduled time | 76                          |

| 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. | Explores the magnificent African continent, from the brush lands of the Savanna to the great Okavango Delta and the mysterious world of wildlife. Multicast. |

#### 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.

Orlando Hearst Television Inc. **Attachments** 

No Attachments.