



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002161123** | File Number: **CPR-161316** | Submit Date: **10/10/2014** | Call Sign: **WDIV-TV** | Facility ID: **53114** |

City: **DETROIT** | State: **MI**

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

10/10/2014 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2014

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
--------------	---------	-------	-------	--------------

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Detroit
	Web Home Page Address	www.clickondetroit.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
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(12)

Digital Core Program (1 of 12)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10-10:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "THE CHICA SHOW" - features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	THE CHICA SHOW
List date and time rescheduled	07/06/2014, 2:00 - 2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/2014 / ETCS107DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	THE CHICA SHOW
List date and time rescheduled	09/07/2014, 12:00 - 12:30p
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/2014 / ETCS205DH
Reason for Preemption	Sports

Digital Core Program (2 of 12)		Response
Program Title		NOODLE AND DOODLE
Origination		Network
Days/Times Program Regularly Scheduled		Saturday / 10:30-11AM
Total times aired at regularly scheduled time		10
Total times aired		12
Number of Preemptions		3
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		2

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.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "NOODLE and DOODLE" an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	07/06/2014, 2:30-3:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/2014 / ENAD120DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	*This was Breaking News - See Question 17
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2014-08-09
Episode #	08/09/2014 / ENAD115DH
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	09/07/2014 / 12:00-12:30p
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/2014 / ENAD105DH
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11-11:30AM
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	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "JUSTIN TIME" is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia (who meets him on his travels) and Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested he daydreams his way into an adventure that takes him to places all around the world. On these adventures, he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a social/emotional dilemma universally experienced by preschool children.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	07/06/2014, 3:00-3:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/2014 / EJTM109DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	09/21/2014, 12:00-12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/2014 / EJTM106DH
Reason for Preemption	Sports

Digital Core Program (4 of 12)	Response
Program Title	TREE FU TOM
Origination	Network

Days/Times Program Regularly Scheduled	Saturday / 11:30AM - 12:00PM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "TREE FU TOM" is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmtun and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	TREE FU TOM
List date and time rescheduled	07/06/2014, 3:30-4:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2014-07-12
Episode #	07/12/2014 / ETFT103DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	TREE FU TOM
List date and time rescheduled	09/21/2014 / 12:30-1:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/2014 / ETFT116DH
Reason for Preemption	Sports

Digital Core Program (5 of 12)	Response
Program Title	LAZY TOWN
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12:00 - 12:30PM
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	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "LAZY TOWN" encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.
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	LAZY TOWN
List date and time rescheduled	09/21/2014, 1:00-1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/2014 / ELZT301DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	07/20/2014, 2:00 - 2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/2014 / ELZT123DH
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	Zou
Origination	Network

Days/Times Program Regularly Scheduled	Saturday / 12:30-1:00PM
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - An animated series, "ZOU", is the story of a 5 year old zebra, Bizou, who lives in an intergenerational household composed of his parents, grandparents, and great grandmother. They reside in a lovely brightly colored suburban community of vertical, bi-pedaled zebras that walk, talk, dress and interact like humans. Bizou's best friend, Elzee lives next door and his other good friend, Zac, is often found in his father's store. Bizou also has a less rewarding relationship with his snooty, spoiled cousin Zinnia, a budding ballerina. We follow Zou through his hum-drum days, vicariously participating in his birthday, a trip to the store, taking his pet parakeet Poc, to the doctor, or helping Elzee find a lost toy. The show is very centered on family and personal relationships, and the abundant adults in the family are always around to guide but not direct Bizou through his dilemmas, projects, and predicaments.
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	Zou
List date and time rescheduled	09/21/2014, 2:00 - 2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2014-09-27
Episode #	09/27/2014 / EZOU114DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Zou
List date and time rescheduled	09/13/2014, 9:30 - 10:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-13
Episode #	09/13/2014 / EZOU111DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Zou
List date and time rescheduled	08/23/2014, 9:30-10:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-23
Episode #	08/23/2014 / EZOU108DH
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Zou
List date and time rescheduled	09/20/2014, 9:30-10:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-20
Episode #	09/20/2014 / EZOU113DH
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Zou
List date and time rescheduled	08/30/2014, 9:30 - 10:00am
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-30
Episode #	08/30/2014 / EZOU109DH
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Zou
List date and time rescheduled	07/20/2014, 2:30-3:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/2014 / EZOU101DH
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Zou
List date and time rescheduled	08/16/2014, 9:30-10:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-16
Episode #	08/16/2014 / EZOU107DH
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 10:00 - 10:30AM
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.	DIGITAL SUB CHANNEL 4.2 - "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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 12)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 10:30 - 11:00AM
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.	DIGITAL SUB CHANNEL 4.2 - "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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	ZOO CLUES
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 11:00 - 11:30AM
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.	DIGITAL SUB CHANNEL 4.2 - The series "ZOO CLUES" will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	ZOO CLUES
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 11:30AM - 12:00PM
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.	DIGITAL SUB CHANNEL 4.2 - The series "ZOO CLUES" will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	ON THE SPOT
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 12:00 - 12:30PM
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.	DIGITAL SUB CHANNEL 4.2 - "On The Spot" is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of 'smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	ON THE SPOT
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 12:30 - 1:00PM
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.	DIGITAL SUB CHANNEL 4.2 - "On The Spot" is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of 'smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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	Kathy Salazar
Address	550 W. Lafayette Blvd.
City	Detroit
State	MI
Zip	48226
Telephone Number	313-222-0462
Email Address	ksalazar@wdiv.com

<p>Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.</p>	<p>WDIV broadcasts numerous public service announcements designed for children. These include NBC's The More You Know campaign, as well as locally produced and syndicated public service announcements regarding issues of health, education, substance abuse and cultural and artistic endeavors. These public service announcements are part of a general rotation and run in all dayparts on our main program stream.</p> <p>3rd QUARTER PREEMPTIONS 2014 *Saturday, July 12th 2014 - Due to NBC's coverage of the Tour De France the following aired in alternate time periods on Sunday, July 6th: The Chica Show, 2:00-2:30pm, Noodle and Doodle, 2:30-3:00pm, Justin Time, 3:00 - 3:30pm ,Tree Fu Tom from 3:30-4:00pm and Sunday, July 20th: Lazy Town, 2:00 - 2:30pm and Zou from 2:30 -3:00pm **Saturday, July 12th, 2014 - Due to NBC's coverage of the European Tour: Scottish Open: Lazy Town and Zou aired at 2:00-2:30 and 2:30 - 3:00pm respectively on Sunday, July 20th. ***Saturday, August 9th, 2014 - Noodle & Doodle was preempted by a special NBC breaking news report televising remarks from President Obama. ***Saturday, August 16th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Arsenal v. Crystal Palace), Zou aired in its 2nd home at 9:30am that day. ***Saturday, August 23rd 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Everton v. Arsenal), Zou aired in its 2nd home at 9:30am that day. ***Saturday, August 30th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Everton v. Chelsea), Zou aired in its 2nd home at 9:30am that day. ***Saturday, September 13th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Liverpool v. Aston Villa), Zou aired in its 2nd home at 9:30am that day. ***Saturday, September 20th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Aston Villa v. Manchester City), Zou aired in its 2nd home at 9:30am that day. ***Saturday, September 27th 2014 - Due to NBC's coverage of GOLF: Ryder Cup the following aired in alternate time periods on Sunday, September 7th: The Chica Show, 12:00-12:30pm, Noodle and Doodle, 12:30-1:00pm, Sunday, September 21st: Justin Time, 12:00-12:30pm, Tree Fu Tom, 12:30-1:00pm, Lazy Town 1:30 - 2:00pm and Zou aired from 2:00 - 2:30pm</p> <p>4th QUARTER PREEMPTIONS 2014 *Saturday, October 4th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Aston Villa v. Manchester City), Noodle & Doodle will air in its 2nd home at 9:30am that day. **Saturday, October 18th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: MATCH OF THE DAY, Noodle & Doodle will air in its 2nd home at 9:30am that day. ***Saturday, October 25th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Swansea v. Leicester), Noodle & Doodle will air in its 2nd home at 9:30am that day. ****Saturday, November 8th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Queens Park Rangers v. Manchester City), Noodle & Doodle will air in its 2nd home at 9:30am that day. *****Saturday, November 22nd 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Arsenal v. Manchester United), Noodle & Doodle will air in its 2nd home at 9:30am that day. *****Saturday, November 29th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Sunderland v. Chelsea), Noodle & Doodle will air in its 2nd home at 9:30am that day. *****Saturday, December 6th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Teams TBD), Noodle & Doodle will air in its 2nd home at 9:30am that day. *****Saturday, December 20th 2014 - Due to NBC's coverage of SOCCER: BARCLAY'S PREMIER LEAGUE: (Teams TBD), Noodle & Doodle will air in its 2nd home at 9:30am that day.</p>
--	---

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10-10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "ASTROBLAST" - Based on the book series "Astroblast!" by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one 3-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to: keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.

Other Matters (2 of 12)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30-11:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "THE CHICA SHOW" -features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
--	--

Other Matters (3 of 12)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11:00-11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "TREE FU TOM" is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal.

Other Matters (4 of 12)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11:30AM-12:00PM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "LAZY TOWN" encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

Other Matters (5 of 12)	Response
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12:00-12:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "POPPY CAT", based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well: think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and adventure.

Other Matters (6 of 12)	Response
Program Title	NOODLE & DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12:30-1:00PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WDIV-DT 4.1 MAIN DIGITAL CHANNEL - "NOODLE AND DOODLE" - an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

Other Matters (7 of 12)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 10:00-10:30AM
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.	DIGITAL SUB CHANNEL 4.2 - "ANIMAL ATLAS" remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
--	---

Other Matters (8 of 12)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 10:30-11:00AM
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.	DIGITAL SUB CHANNEL 4.2 - "ANIMAL ATLAS" remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

Other Matters (9 of 12)	Response
Program Title	ZOO CLUES
Origination	Network
Days/Times Program Regularly Scheduled	Sunday /11:00-11:30AM

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.	DIGITAL SUB CHANNEL 4.2 - The series "ZOO CLUES" will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (10 of 12)	Response
Program Title	ZOO CLUES
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 11:30AM - 12:00PM
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.	DIGITAL SUB CHANNEL 4.2 - The series "ZOO CLUES" will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (11 of 12)	Response
--------------------------	----------

Program Title	ON THE SPOT
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 12:00 - 12:30PM
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.	DIGITAL SUB CHANNEL 4.2 - "On The Spot" is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of 'smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

Other Matters (12 of 12)	Response
Program Title	ON THE SPOT
Origination	Network
Days/Times Program Regularly Scheduled	Sunday / 12:30 - 1:00PM
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.

DIGITAL SUB CHANNEL 4.2 - "On The Spot" is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of 'smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

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>Graham Media Group of Michigan</p>

Attachments

No Attachments.