



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: 0005828686 | File Number: CPR-142357 | Submit Date: 07/01/2013 | Call Sign: WHEC-TV | Facility ID: 70041 |

City: ROCHESTER | State: NY

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

07/01/2013 | Filing Status: Active

Report reflects information for : Second Quarter of 2013

General Information

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

Applicant
Information

Applicant Name, Type, and Contact Information

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

Contact
Representatives
(0)

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

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | NBC |
| | Nielsen DMA | Rochester NY |
| | Web Home Page Address | www.news10nbc.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 | 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(13)

| Digital Core Program (1 of 13) | | Response |
|--|--|---|
| Program Title | | The Chica Show (DT.1) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SA 10:00AM |
| Total times aired at regularly scheduled time | | 12 |
| Total times aired | | 13 |
| Number of Preemptions | | 1 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | 1 |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/dancing duo of Mr. and Mrs. C (also known as Chica's Mom and Dad), welcome you with open wings for fantastic adventures and dress-up fun. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|-----------------------|
| Title of Program | The Chica Show (DT.1) |
| List date and time rescheduled | SA 6/8/13 7:00AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/8/13 10:00AM |
| Reason for Preemption | Sports |

| Digital Core Program (2 of 13) | | Response |
|---|--|-------------------|
| Program Title | | Pajanimals (DT.1) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SA 10:30AM |
| Total times aired at regularly scheduled time | | 12 |
| Total times aired | | 13 |
| Number of Preemptions | | 1 |

| | |
|--|---|
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home! |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|-------------------|
| Title of Program | Pajanimals (DT.1) |
| List date and time rescheduled | SA 6/8/13 7:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/8/13 10:30AM |
| Reason for Preemption | Sports |

| Digital Core Program (3 of 13) | Response |
|--|---|
| Program Title | Poppy Cat (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 11:00AM |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Join Poppy Cat and her friends as they embark on extraordinary adventures through fantastical lands. Seen through the eyes of Poppy's imaginative young owner, a little girl called Lara, each episode tells the tale of a very special cat and her colorful band of friends. |
| 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 | Poppy Cat (DT.1) |
| List date and time rescheduled | SA 6/8/13 8:00AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/8/13 11:00AM |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 13) | Response |
|--|---|
| Program Title | Justin Time (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 11:30AM |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | It's time for an adventure! Watch Justin and his pals, Olive and Squidgy, as they become stars in the biggest stories of all time, told from every corner of the world! |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|--------------------|
| Title of Program | Justin Time (DT.1) |
| List date and time rescheduled | SA 6/8/13 8:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/8/13 11:30AM |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 13) | Response |
|--------------------------------|----------|
|--------------------------------|----------|

| | |
|--|--|
| Program Title | Lazy Town (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 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. | The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|------------------|
| Title of Program | Lazy Town (DT.1) |
| List date and time rescheduled | SA 6/1/13 9:00AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/1/13 12PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--------------------|
| Title of Program | Lazy Town (DT.1) |
| List date and time rescheduled | SU 6/23/13 11:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/8/13 12:00PM |
| Reason for Preemption | Sports |

| Digital Core Program (6 of 13) | Response |
|--|---|
| Program Title | Noodle & Doodle (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 12:30PM |
| Total times aired at regularly scheduled time | 10 |
| Total times aired | 13 |
| Number of Preemptions | 3 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 3 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat! |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|------------------------|
| Title of Program | Noodle & Doodle (DT.1) |
| List date and time rescheduled | SU 6/23/13 12:00PM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | Sa 6/8/13 12:30PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|------------------------|
| Title of Program | Noodle & Doodle (DT.1) |
| List date and time rescheduled | SA 6/1/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/1/13 12:30PM |

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|-----------------------|--------|
| Reason for Preemption | Sports |
|-----------------------|--------|

Digital Preemption Programs #3

| Questions | Response |
|--|------------------------|
| Title of Program | Noodle & Doodle (DT.1) |
| List date and time rescheduled | SA 5/4/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 5/4/13 12:30PM |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 13) | Response |
|--|---|
| Program Title | Jack Hanna's Into The Wild (DT.1) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SA 1:00PM |
| Total times aired at regularly scheduled time | 4 |
| Total times aired | 13 |
| Number of Preemptions | 9 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 9 |
| 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. | Jack Hanna, takes viewers on excursions around the world through his eyes. More than just a collection of animal escapades, Into The Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into The Wild is unscripted and action packed - it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small. |
| 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 | Jack Hanna's Into The Wild (DT.1) |

| | |
|--|-------------------|
| List date and time rescheduled | SA 6/15/13 9:00AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/15/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 6/22/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/22/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 5/25/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 5/25/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #4

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 5/4/13 9:00AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 5/4/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #5

| Questions | Response |
|-----------|----------|
|-----------|----------|

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|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 4/6/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 4/6/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #6

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 4/27/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 4/27/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #7

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 6/22/13 2:00PM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/8/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #8

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 5/18/13 9:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 5/18/13 1:00PM |
| Reason for Preemption | Sports |

Digital Preemption Programs #9

| Questions | Response |
|--|-----------------------------------|
| Title of Program | Jack Hanna's Into The Wild (DT.1) |
| List date and time rescheduled | SA 6/1/13 8:30AM |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | SA 6/1/13 1:00PM |
| Reason for Preemption | Sports |

| Digital Core Program (8 of 13) | | Response |
|---|--|---|
| Program Title | | Green Screen Adventures (ME-TV; DT.2) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SU 8:00AM |
| 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 | | 7 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (9 of 13) | Response |
|---|---|
| Program Title | Green Screen Adventures (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 8:30AM |
| 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 | 7 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 13) | Response |
|---|----------------------------------|
| Program Title | Cookin' With Cutty (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 9:00AM |
| 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 | 9 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cookin' With Cutty promotes positive health and nutrition lifestyle choices for children and their parents. Fast-paced, high-energy segments featuring Cutty, Lisa, Blakely and the kids focus on the benefits of eating well, exercising and being tobacco free. Our mission is to encourage good health, nutrition and fitness habits to children around the world. Filmed on location throughout the beautiful Hawaiian Islands, Cookin' With Cutty informs and educates children, parents and families through the easiest learning method on earth-FUN! |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 13) | | Response |
|--|--|---|
| Program Title | | Kids Cooking For Kids (ME-TV; DT.2) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SU 9:30AM |
| 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. | | Mike and Will are twin brothers who love to eat. Their weekly TV show is based on experiences that began when the boys were only 5 years old. They want to share their love of cooking and eating, with as many kids as possible. In each episode, Mike and Will demonstrate how to cook a particular dish, emphasizing the importance of good nutrition, kitchen safety and a healthy lifestyle. |

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

| Digital Core Program (12 of 13) | Response |
|--|--|
| Program Title | Mad About (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 10:00AM |
| 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. | Mad About is a half hour sketch comedy variety show aimed at educating and entertaining kids ages 13 to 16. A true EI series, episodes use a creative mixture of humor, improv, animation and viewer generated video. Mad About conveys important messages about life skills such as personal finance, health and nutrition, fitness conservation, and decision making in a fun and entertaining way. Each episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye catching animation, music videos, humorous "man on the street" interviews, and viewer created questions about life's issues. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (13 of 13) | Response |
|---|--|
| Program Title | Edgemont (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 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. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

**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 | Karen Calarese |
| Address | 191 East Avenue |
| City | Rochester |
| State | NY |
| Zip | 14604 |
| Telephone Number | 585-546-5670 |
| Email Address | program@whec.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>Effective the week of September 26, 2010, NBC and its affiliates launched the "Education Nation" campaign. It is a nationally broadcast, in-depth conversation that seeks to engage the public, through thoughtful dialogue, in pursuit of the shared goal of providing every American with an opportunity to pursue the best education in the world, especially our children. During an interactive summit on Rockefeller Plaza, parents, teachers, and students come together with leaders in politics, business, and technology to discuss the challenges and opportunities in education today. In addition, NBC turned Rockefeller Plaza into a "Learning Plaza," open to the public, which allowed visitors to explore America's educational "ecosystem." WHEC-TV engages in non-broadcast activities such as conducting station tours, participating in reading programs at area schools and speaking to various groups about careers in the communications industry. On April 12, 2013, Meteorologist, Josh Nichols, spoke to junior high and high school students at the Norman Howard School about career opportunities in broadcasting and meteorology at the school's 12th Annual Career Day. Karen Calarese, conducted a station tour on Wednesday, 4/10/13 to students from the Charity Home School. The group had a Q&A session with Meteorologist, Rich Caniglia and Anchor, Rebecca Leclair. Karen Calarese, conducted a station tour on Monday, 4/15/13, to students from Creekside Elementary School. Our morning anchors, Rebecca Leclair and Nikki Rudd answered questions about their jobs and responsibilities. On 4/25/13, Rebecca Leclair served as a judge for the Young Entrepreneurs of America competition. Young people presented a business plan they created as their own start-up company and were judged according to adult standards in or to earn investment dollars. On Tuesday, 5/7/13 and Monday, 5/13/13, Karen Calarese, conducted station tours to students from School #36. Job descriptions for various positions were explained along the way. News Anchor, Nikki Rudd, participated in the Easter Seals Day of Caring event on 5/9/13, by helping to mulch the grounds at their Kessler Center. On 5/18/13, Nikki Rudd, emceed the Easter Seals Walk with Me event at Genesee Valley Park. Nikki Rudd, emceed the March for Babies annual Walk-a-Thon at Ontario Beach State Park. The Stroll for Strong Kids 5K, is an event to raise money for the Golisano Children's Hospital at Strong. On 6/1/13, Nikki Rudd, was part of team Amazing Grace. Nikki Rudd participated in Tim Horton's Camp Day on 6/5/13. She helped run the drive-thru window. Money earned from cups of coffee sold makes it possible for inner-city kids to go to camp. On 6/10/13, Karen Calarese, conducted a station tour for a group of special needs persons from the School of The Holychildhood. WHEC-TV also participates in a project whereby local high school seniors are nominated to be the News10NBC Scholar Athlete of the week. Every Tuesday our sports-team selects a unique senior who not only holds a B+ (85 or higher) average academically, but also excels in one or more school athletic programs. The recipient is profiled during the sports segment of our six o'clock newscast, September through the first week of June. WHEC-TV airs a Kids Programming PSA that explains the programming educational/informational symbol; what it means and how parents can use it. This :30 second PSA aired as follows: 4/5/13, 12:27PM; 4/6/13, 9:45AM; 4/7/13, 7:02AM; 4/11/13, 12:32PM; 4/13/13, 10:57AM; 4/20/13, 11:27AM; 4/25/13, 2:22PM; 4/27/13, 11:57AM; 5/4/13, 11:27AM; 5/10/13, 12:31PM; 5/11/13, 11:57AM; 5/14/13, 2:28PM; 5/18/13, 9:48AM; 5/22/13, 12:43PM; 9/25/13, 9:50AM; 5/28/13, 2:53PM; 6/1/13, 11:57AM; 6/3/13, 2:14PM; 6/8/13, 8:57AM; 6/14/13, 12:24PM; 6/19/13, 2:52PM; 6/22/13, 11:27AM; 6/27/13, 2:23PM; 6/29/13, 10:57AM. Men can be great parents too! That's the message of the PSA, Fatherhood-Kids. It aired, 4/6/13 at 10:28AM. The March of</p> |
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Other Matters (19)

| Other Matters (1 of 19) | Response |
|--|---|
| Program Title | The Chica Show (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 7/6/13 7:00AM |
| Total times aired at regularly scheduled time | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/dancing duo of Mr. and Mrs. C (also known as Chica's Mom and Dad), welcome you with open wings for fantastic adventures and dress-up fun. |

| Other Matters (2 of 19) | Response |
|--|---|
| Program Title | The Chica Show (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 10:00AM |
| Total times aired at regularly scheduled time | 12 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/dancing duo of Mr. and Mrs. C (also known as Chica's Mom and Dad), welcome you with open wings for fantastic adventures and dress-up fun. |

| Other Matters (3 of 19) | Response |
|--|---|
| Program Title | Pajanimals (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 7/6/13 7:30AM |
| Total times aired at regularly scheduled time | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home! |

| Other Matters (4 of 19) | Response |
|--|-------------------|
| Program Title | Pajanimals (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 10:30AM |

| | |
|--|---|
| Total times aired at regularly scheduled time | 12 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home! |

| Other Matters (5 of 19) | Response |
|--|---|
| Program Title | Justin Time (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 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. | It's time for an adventure! Watch Justin and his pals, Olive and Squidgy, as they become stars in the biggest stories of all time, told from every corner of the world! |

| Other Matters (6 of 19) | Response |
|--|--|
| Program Title | Tree Fu Tom (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 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. | TREE FU TOM is all about the amazing adventures of a young boy called Tom in the wondrous, enchanted kingdom of Treetopolis, where movement creates magic and the audience can be superheroes too. |

| Other Matters (7 of 19) | Response |
|--|--|
| Program Title | Lazy Town (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 12:00PM |
| Total times aired at regularly scheduled time | 10 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things. |

| Other Matters (8 of 19) | Response |
|--|--|
| Program Title | Lazy Town (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 9:00AM |
| Total times aired at regularly scheduled time | 3 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things. |

| Other Matters (9 of 19) | Response |
|--|---|
| Program Title | Noodle & Doodle (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 12:30PM |
| Total times aired at regularly scheduled time | 6 |
| 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. | All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat! |

| Other Matters (10 of 19) | Response |
|--|---|
| Program Title | Noodle & Doodle (DT.1) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SA 9:30AM |
| Total times aired at regularly scheduled time | 7 |
| 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. | All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat! |

| Other Matters (11 of 19) | Response |
|--------------------------|-----------------------------------|
| Program Title | Jack Hanna's Into The Wild (DT.1) |

| | |
|--|---|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SA 1:00PM |
| Total times aired at regularly scheduled time | 5 |
| 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. | Jack Hanna, takes viewers on excursions around the world through his eyes. More than just a collection of animal escapades, Into The Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into The Wild is unscripted and action packed - it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small. |

| Other Matters (12 of 19) | Response |
|--|---|
| Program Title | Jack Hanna's Into The Wild (DT.1) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SA 8:30AM |
| Total times aired at regularly scheduled time | 4 |
| 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. | Jack Hanna, takes viewers on excursions around the world through his eyes. More than just a collection of animal escapades, Into The Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into The Wild is unscripted and action packed - it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small. |

| Other Matters (13 of 19) | Response |
|--|---|
| Program Title | Jack Hanna's Into The Wild (DT.1) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SA 9:00AM |
| Total times aired at regularly scheduled time | 4 |
| 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. | Jack Hanna, takes viewers on excursions around the world through his eyes. More than just a collection of animal escapades, Into The Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into The Wild is unscripted and action packed - it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small. |

| Other Matters (14 of 19) | Response |
|--|---|
| Program Title | Green Screen Adventures (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 8:00AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Green Screen Adventures" sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. The diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. In addition to reading and writing, the educational mission also emphasizes - Curiosity, Confidence, Citizenship and Compassion. |
| Other Matters (15 of 19) | Response |
| Program Title | Green Screen Adventures (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 8:30AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Green Screen Adventures" sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. The diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. In addition to reading and writing, the educational mission also emphasizes - Curiosity, Confidence, Citizenship and Compassion. |
| Other Matters (16 of 19) | Response |
| Program Title | Cookin' With Cutty (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 9:00AM |

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|--|--|
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 9 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Cookin' With Cutty promotes positive health and nutrition lifestyle choices for children and their parents. Fast-paced, high-energy segments featuring Cutty, Lisa, Blakely and the kids focus on the benefits of eating well, exercising and being tobacco free. Our mission is to encourage good health, nutrition and fitness habits to children around the world. Filmed on location throughout the beautiful Hawaiian Islands, Cookin' With Cutty informs and educates children, parents and families through the easiest learning method on earth-FUN! |

| Other Matters (17 of 19) | Response |
|--|---|
| Program Title | Kids Cooking For Kids (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 9:30AM |
| 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. | Mike and Will are twin brothers who love to eat. Their weekly TV show is based on experiences that began when the boys were only 5 years old. They want to share their love of cooking and eating, with as many kids as possible. In each episode, Mike and Will demonstrate how to cook a particular dish, emphasizing the importance of good nutrition, kitchen safety and a healthy lifestyle. |

| Other Matters (18 of 19) | Response |
|---|-------------------------|
| Program Title | Mad About (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 10:00AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Mad About is a half hour sketch comedy variety show aimed at educating and entertaining kids ages 13 to 16. A true EI series, episodes use a creative mixture of humor, improv, animation and viewer generated video. Mad About conveys important messages about life skills such as personal finance, health and nutrition, fitness conservation, and decision making in a fun and entertaining way. Each episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye catching animation, music videos, humorous "man on the street" interviews, and viewer created questions about life's issues. |
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| Other Matters (19 of 19) | Response |
|--|--|
| Program Title | Edgemont (ME-TV; DT.2) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SU 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. | Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. |

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>WHEC-TV, LLC</p> |

Attachments

No Attachments.