



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002161123** | File Number: **CPR-135131** | Submit Date: **10/09/2012** | 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:
10/09/2012 | Filing Status: **Active**

Report reflects information for : **Third Quarter of 2012**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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**Contact
Representatives
(0)**

Contact Name	Address	Phone	Email	Contact Type
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**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	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	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10-10:30AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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" is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments in a restaurant kitchen operated by Doggity and other canines. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday living. Every episode can be replicated at home with ease by parents and children playing together.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	7/14/2012, 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	2012-07-28
Episode #	7/28/2012 / ENAD104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	8/19/2012, 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	2012-08-11
Episode #	8/11/2012 / ENAD106H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	7/7/2012, 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	2012-07-07
Episode #	7/07/2012 / ENAD101H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	7/21/2012, 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	2012-08-04
Episode #	8/4/2012 / ENAD105H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	9/15/2012, 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	2012-09-29
Episode #	9/29/2012 / ENAD113H
Reason for Preemption	Sports

Digital Core Program (2 of 12)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30-11AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 - "PAJANIMALS" is all about teaching bedtime routines and practicing them so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, SweetPea Sue, a horse, and Cowbella, a purple and white cow-has a problem either with sleeping or with facing a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed goes to a specific place for the adventure: Squacky's bed goes to Eliie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollos' bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.
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
List date and time rescheduled	7/07/2012, 1:30-2:00PM*
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	7/07/2012 / EPAJ101H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	9/16/2012, 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	2012-09-29
Episode #	9/29/2012 / EPAJ113H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	7/21/2012, 1:30-2:00PM***
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	8/04/2012 / EPAJ105H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	8/19/2012, 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	2012-08-11
Episode #	8/11/2012 / EPAJ106H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	7/14/2012, 1:30-2:00PM**
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/2012 / EPAJ104H
Reason for Preemption	Sports

Digital Core Program (3 of 12)

	Response
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11-11:30AM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 - "POPPY CAT" is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.
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
List date and time rescheduled	7/21/2012, 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	2012-08-04
Episode #	8/04/2012 / EPCT105H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	8/19/2012, 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	2012-08-11
Episode #	8/11/2012 / EPCT106H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	9/16/2012, 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	2012-09-29
Episode #	9/29/2012 / EPCT113H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	7/15/2012, 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	2012-07-28
Episode #	7/28/2012 / EPCT104H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	7/08/2012, 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	2012-07-07
Episode #	7/07/2012 / EPCT101H
Reason for Preemption	Sports

Digital Core Program (4 of 12)		Response
Program Title	JUSTIN TIME	
Origination	Network	

Days/Times Program Regularly Scheduled	Saturday / 11:30AM-12:00PM
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 that it is possible to understand and mater any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia 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. This is where 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 socio-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	7/15/2012, 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	2012-07-28
Episode #	7/28/2012 / EJTM104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	9/22/2012, 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	2012-09-29
Episode #	9/29/2012 / EJTM113H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	7/21/2012, 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	2012-08-04
Episode #	8/04/2012 / EJTM105H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	8/19/2012, 1:30-2:00PM****
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/2012 / EJTM106H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	7/8/2012, 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	2012-07-07
Episode #	7/07/2012 / EJTM101H
Reason for Preemption	Sports

Digital Core Program (5 of 12)		Response
Program Title	LAZY TOWN	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday / 12-12:30PM	
Total times aired at regularly scheduled time	9	
Total times aired	13	
Number of Preemptions	4	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	4	
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" promotes fitness and healthful habits for preschool children. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	8/11/2012, 9:00 - 9:30AM****
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	8/11/2012 / ELZT109H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	7/15/2012, 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	2012-07-28
Episode #	7/28/2012 / ELZT104H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	9/23/2012, 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	2012-09-29
Episode #	9/29/2012 / ELZT120H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	LAZY TOWN
List date and time rescheduled	7/22/2012, 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	2012-08-04
Episode #	8/04/2012 / ELZT108H
Reason for Preemption	Sports

Digital Core Program (6 of 12)		Response
Program Title	THE WIGGLES	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday / 12:30-1PM	
Total times aired at regularly scheduled time	9	
Total times aired	13	
Number of Preemptions	4	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	4	
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 WIGGLES" is an Australian children's variety show that exhorts pre-school children to move and sing along with their many song and dance routines. A musical ensemble led by Tony, Murray, Greg and Jeff, runs through a variety of skits that are specifically designed for the preschool audience. A large ensemble of supporting dancers and characters, help them move the show along with scene changes, travel to distant locations and visits by guest artists. These include Wags, the dog, Dorothy the Dinosaur, Henry the octopus, Captain Feathersword the Pirate, and the Wiggles who dance and interact with the Wiggles hosts. While the majority of the sketches are instructional in nature, the context and sprit of the show is to entertain and demonstrate that learning is the way to have the "very most" fun.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	7/15/2012, 1:30-2:30PM**
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	7/28/2012 / EWIG102
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	8/11/2012, 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	2012-08-11
Episode #	8/11/2012 / EWIG109
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	7/22/2012, 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	2012-08-04
Episode #	8/04/2012 / EWIG108
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	THE WIGGLES
List date and time rescheduled	9/23/2012, 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	2012-09-29
Episode #	9/29/2012 / EWIG0013
Reason for Preemption	Sports

Digital Core Program (7 of 12) Response	
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10-10:30AM
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - 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 (8 of 12)	Response
Program Title	BUSYTOWN MYSTERIES
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30-11AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	BUSY WORLD OF RICHARD SCARRY
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11-11:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	BUSY WORLD OF RICHARD SCARRY
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11-11:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	DINO SQUAD
Origination	Network

Days/Times Program Regularly Scheduled	Saturday / 12-12:30PM
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their unique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	DINO SQUAD
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12-12:30PM
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**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
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>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. *Saturday, July 7, 2012 - Due to NBC's coverage of the 2012 Tour De France the following aired in alternate time periods on that day: Noodle & Doodle: 1-130pm, Pajanimals, 130-2pm as well as Sunday, July 8th: Poppy Cat, 12-1230pm, and Justin Time 1230-1pm. **Saturday, July 28, 2012 - Due to NBC's Coverage of the 2012 Summer Olympics, the following aired in alternate time periods on Saturday, July 14th: Noodle & Doodle, 1-130p, Pajanimals, 130-2p, as well as Sunday, July 15th: Poppy Cat, 12-1230p, Justin Time, 1230-1p, Lazytown, 1-130p and The Wiggles 130-2p ***Saturday, August 4, 2012 - Due to NBC's Coverage of the 2012 Summer Olympics, the following aired in alternate time periods on Saturday, July 21st : Noodle & Doodle, 1-130p, Pajanimals, 130-2p, Poppy Cat, 2-230p, Justin Time 230-3p as well as Sunday, July 22nd: Lazytown, 12-1230p and The Wiggles 1230-1p ****Saturday, August 11, 2012 - Due to NBC's coverage of the 2012 Summer Olympics Lazytown and The Wiggles aired in their second homes, 9-10am respectively on that day as well as Sunday, August 19th : Noodle & Doodle, 12-12:30p, Pajanimals, 12:30-1p, Poppy Cat, 1-130p, and Justin Time, 130-2p. *****Saturday, September 29, 2012 - Due to NBC's coverage of the 2012 Ryder Cup the following aired in alternate time periods on Saturday, September 15: Noodle & Doodle: 1-130pm, Sunday, September 16: Pajanimals, 12-1230p, Poppy Cat, 1230-1p, Saturday, September 22, Justin Time 1-130p as well as Sunday, September 23: Lazy Town, 12-1230pm and The Wiggles, 1230-1p.</p>

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	NOODLE AND DOODLE
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 - "NOODLE AND DOODLE" is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments in a restaurant kitchen operated by Doggity and other canines. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday living. Every episode can be replicated at home with ease by parents and children playing together.

Other Matters (2 of 12)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30-11AM
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 - "PAJANIMALS" is all about teaching bedtime routines and practicing them so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, SweetPea Sue, a horse, and Cowbella, a purple and white cow-has a problem either with sleeping or with facing a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed goes to a specific place for the adventure: Squacky's bed goes to Eliie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollos' bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.
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Other Matters (3 of 12)

Response

Program Title	POPPY CAT
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturday / 11-11:30AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	2 years to 5 years
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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" is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.
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Other Matters (4 of 12)

Response

Program Title	JUSTIN TIME
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturday / 11:30AM-12PM
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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.	4.1 MAIN DIGITAL CHANNEL - "JUSTIN TIME" is an animated show specifically directed to the preschool audience and always conveys an embedded lesson that it is possible to understand and master any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia 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. This is where 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 socio-emotional dilemma universally experienced by preschool children.

Other Matters (5 of 12)	Response
Program Title	LAZY TOWN
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12-12:30PM
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 - "LAZY TOWN" promotes fitness and healthful habits for preschool children. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.

Other Matters (6 of 12)		Response
Program Title	THE WIGGLES	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday / 12:30-1PM	
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 WIGGLES" is an Australian children's variety show that exhorts pre-school children to move and sing along with their many song and dance routines. A musical ensemble led by Tony, Murray, Greg and Jeff, runs through a variety of skits that are specifically designed for the preschool audience. A large ensemble of supporting dancers and characters, help them move the show along with scene changes, travel to distant locations and visits by guest artists. These include Wags, the dog, Dorothy the Dinosaur, Henry the octopus, Captain Feathersword the Pirate, and the Wiggles who dance and interact with the Wiggles hosts. While the majority of the sketches are instructional in nature, the context and sprit of the show is to entertain and demonstrate that learning is the way to have the "very most" fun.	

Other Matters (7 of 12)		Response
Program Title	GREEN SCREEN ADVENTURES	
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	7 years to 13 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - 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.
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Other Matters (8 of 12)		Response
Program Title		THE BUSY WORLD OF RICHARD SCARRY
Origination		Network
Days/Times Program Regularly Scheduled		Saturday / 10:30-11AM
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.		DIGITAL SUB CHANNEL 4.2 - This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.

Other Matters (9 of 12)		Response
Program Title		WIMZIE'S HOUSE
Origination		Network
Days/Times Program Regularly Scheduled		Saturday / 11-11:30AM
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		3 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
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Other Matters (10 of 12)	Response
Program Title	WIMZIE'S HOUSE
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11:30AM-12PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
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Other Matters (11 of 12)	Response
Program Title	COUNTRY MOUSE, CITY MOUSE
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12-12:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	DIGITAL SUB CHANNEL 4.2 - The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.

Other Matters (12 of 12)	Response
Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 12:30-1PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 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 Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.

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>Post- Newsweek Stations of Michigan</p>

Attachments

No Attachments.