



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238794** | File Number: **CPR-160558** | Submit Date: **10/09/2014** | Call Sign: **WJTC** | Facility ID: **41210** | City:
PENSACOLA | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/09/2014 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2014

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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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	Independent
	Affiliated network	
	Nielsen DMA	Mobile-Pensacola
	Web Home Page Address	WWW.UTV44.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	0.0
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:	0.0
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(7)

Digital Core Program (1 of 7)	Response
Program Title	THE AMERICAN ATHLETE
Origination	Syndicated
Days/Times Program Regularly Scheduled	MONDAY 7AM
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.	"THE AMERICAN ATHLETE" FEATURES ONE-ON-ONE INTERVIEWS WITH TODAY'S MOST RECOGNIZABLE SUPERSTAR ATHLETES. WE HEAR THE DREAMS AND GOALS OF THESE ATHLETES AS THEY TALK ABOUT THEIR LIVES AND THE HARD WORK AND DETERMINATION THAT HELPED THEM REACH THEIR GOAL OF BECOMING PROFESSIONAL ATHLETES. SEGMENTS PROMOTE SPORTSMANSHIP, LEADERSHIP, AND THE CONCEPT OF SETTING HIGH GOALS AND ACHIEVING THEM THROUGH PRACTICE, HARD WORK AND DETERMINATION.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 7)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUESDAY 7AM
Total times aired at regularly scheduled time	14

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.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends and developing a sense of purpose in his/her life all combine to help her/him stand against those influences which could hurt him/her or others.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)	Response
Program Title	YOUNG ICONS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WEDNESDAY 7AM
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.	THIS PROGRAM SHOWCASES WORLD-CLASS ATHLETES, ACCOMPLISHED ARTISTS, SCHOLARS, PHILANTHROPISTS AND ENTREPRENEURS ALL UNDER THE AGE OF 18. SOME OF THE STORIES HIGHLIGHTED INCLUDE: PATRICK PEDRAJA, A 14 YEAR OLD ACTOR AND PHILANTHROPIST WHO TRAVELED AMERICA RAISING CANCER AWARENESS; TURQUOISE THOMPSON WHO SPRINTED HER WAY INTO THE RECORD BOOKS AND EARNED A FULL SCHOLARSHIP TO UCLA; SISTERS MARNI & BERNI BARTA WHO CREATED KIDFLICKS, A NON-PROFIT ORGANIZATION THAT DONATES NEW AND USED DVDS TO CHILDREN'S HOSPITALS ALL ACROSS AMERICA. THESE STORIES ARE MEANT TO INSPIRE YOUNG PEOPLE TO BE SELFLESS AND TO TAKE PART IN THE LARGER COMMUNITY AROUND THEM IN SOME MEANINGFUL WAY AND TO SHOW THEM THAT THERE ARE MANY WAYS TO ACCOMPLISH THINGS.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 7)		Response
Program Title		PETS.TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		THURSDAY 7AM
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.	"PETS.TV" EXPOSES YOUNG VIEWERS TO DIVERSE PETS ALL OVER THE WORLD, TEACHING THEM HOW DIFFERENT CULTURES ENJOY, CARE FOR, AND RESPECT ANIMALS. PETS.TV DELIVERS AN EDUCATIONAL AND INFORMATIONAL NARRATIVE THAT SUPPORTS CURRENT SOCIAL, INTELLECTUAL, AND EMOTIONAL ASPECTS OF CHILDREN. ATTRIBUTES AND ADVICE EMPHASIZED BY GUESTS INSTILL A GROUNDED BALANCE OF PRIORITIES, COMMITMENT, AND PERSEVERANCE CHILDREN CAN APPLY TO THEIR LIVES.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAY 7AM
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.	THIS PROGRAM GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3D TECHNOLOGY. BY INTRODUCING THE VIEWERS TO BEHIND-THE-SCENES FILMMAKING, IT GIVES THEM AN IDEA OF CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL, AND ARTISTIC SKILLS NEEDED IN THE MOTION PICTURE AND TELEVISION INDUSTRIES.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (6 of 7)	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRIDAY 7:30AM
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.	"LIVE LIFE & WIN" IS A HALF HOUR SERIES WITH A GOAL OF INSPIRING AND ENLIGHTENING YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE AND NUTRITION, AND HEALTH AND WELLNESS. THE SERIES PROMOTES CRITICAL THEMES SUCH AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC ACHIEVEMENT, AND VOLUNTEERISM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 7)	Response
Program Title	ECO COMPANY
Origination	Syndicated

Days/Times Program Regularly Scheduled	THURSDAY 7:30AM
Total times aired at regularly scheduled time	11
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.	ECO COMPANY IS HOSTED BY TEENS AND USED PEER REPORTING TO PROFILE INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, INCLUDING REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS, ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY. IT ALSO OFFERS ADVICE ON "ECO BYTES" (BITS OF TRIVIA RELATED TO ENVIRONMENTAL ISSUES) AND VIDEO FOOTAGE UPLOADED BY TEEN VIEWERS TO THE PROGRAM'S WEBSITE. BY USING THIS INFORMATION FROM A YOUTHFUL POINT OF VIEW, IT ENTHUSIASTICALLY ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM AND STRESSES THE POSITIVE IMPACT THAT YOUNG PEOPLE'S EFFORTS, NO MATTER HOW SMALL THEY MAY SEEM, CAN HAVE ON THE LARGER WORLD AROUND THEM.
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	KATHRYN MOORE
Address	661 AZALEA ROAD
City	MOBILE
State	AL
Zip	36609-1515
Telephone Number	251-602-1500
Email Address	KMOORE@DEERFIELDMEDIAINC.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.	WJTC also ran PSAs to help educate children and teens on various issues of life. The topics ranged from informing teens about the dangers of reckless driving, encouraging music and the arts education to kids of all ages, raising awareness of the importance of taking care of your teeth, providing a hotline for kids to talk to about personal problems such as depression and bullying, to illustrating the dangers of alcohol abuse.

Other Matters (7)

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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>DEERFIELD MEDIA (MOBILE) LICENSEE, LLC</p>

Attachments

No Attachments.