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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-133702** | Submit Date: **10/03/2012** | Call Sign: **WMYD** | Facility ID: **74211** | City: **DETROIT** | State: **MI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/03/2012** | 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

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	My Network TV
	Nielsen DMA	Detroit
	Web Home Page Address	www.tv20detroit.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(7)

Digital Core Program (1 of 7)	Response
Program Title	M@d About Money
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays @ 8am
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.	Mad About Money combines improv sketch comedy along with great information about money. The show teaches the teen viewing audience about earning, saving, spending, and sharing their money; the difference between cash and credit; the importance of forming a savings habit; different levels of risk in investing and so much more! Mad About Money uses actors along with hilarious sketches, and talks to a financial expert who answers questions including those submitted to the show Web site from young viewers. The interactive web site includes other educational resources to assist students in strengthening their knowledge about money with PDF activity workbooks and online tests and challenges.
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	ECO Company
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays @ 8:30am
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.	Eco Company is a weekly environmental lifestyle show hosted by a diverse group of teens as peer journalists, that report on stories in energy, conservation recycling, alternative fuels, truths and myths of global warming and a variety of other topics like plastic pollution. They explore the importance of Living Green: and understanding how our actions impact the planet. The show is supported by an interactive Web site where teen viewers can submit their own ideas and videos on how to make their communities and lives "green".
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	Edgemont
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays @ Noon & 12:30pm
Total times aired at regularly scheduled time	28
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 choices and more. 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. School work is taken seriously as depicted through characters studying in the library, receiving or discussing grades or doing homework at home. Each episode advances a few specific storylines based on particular social and emotional issues and takes them to a new conclusion. Characters act out behaviours that bring these issues to the forefront and they solve problems generally without intervention by adults, but through communication with peers and direct action, which leads to a better understanding of the situation and each other. At the same time the show highlights the fact that actions do lead to consequences and the outcomes provide a life lesson that is plainly evident, but conveyed to the viewer in a a natural way.
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	Edgemont
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7, 7:30 & 8am
Total times aired at regularly scheduled time	39
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 choices and more. 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. School work is taken seriously as depicted through characters studying in the library, receiving or discussing grades or doing homework at home. Each episode advances a few specific storylines based on particular social and emotional issues and takes them to a new conclusion. Characters act out behaviours that bring these issues to the forefront and they solve problems generally without intervention by adults, but through communication with peers and direct action, which leads to a better understanding of the situation and each other. At the same time the show highlights the fact that actions do lead to consequences and the outcomes provide a life lesson that is plainly evident, but conveyed to the viewer in a a natural way.
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	K.E.Y.S. Kids
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays @ 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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	KEYS Kids is one of the longest running locally produced educational and informational children's shows in Metro Detroit. Even the shows' anagrammed name is full of intent of a good life for children. The KEYS in the name stands for Kids Enjoys Your Selves Without Drugs. The show asks children and their families to look for alternatives to behaviours that can hurt them; and also focuses on issues that are of importance to young people. Positive program that are going on in and around Metro Detroit for kids and families are highlighed to show children alternatives in a more tangible way. KEYS Kids is designed to entertain and educate their core audience using life-sized puppes characters to teach young viewers about the importance of living a happy, healthy and drug free life - ever confident in who they are.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 7)	**Response**
Program Title	Beta Records [Cool TV 20.2]
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7am
Total times aired at regularly scheduled time	12
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.	BETA Records is a weekly half-hour music-centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios "Electro" Ross Blomgren's tutorials and how-to's producer and music executive tips, internet heroes, the Vault [legendary artists], and music as it pertains to fashion and pop culture.
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	Ariel, Zoey & Eli Too [Cool TV 20.2]
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday -Friday @ 4:30pm
Total times aired at regularly scheduled time	58
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.	Ariel & Zoey & Eli Too [AZE2], is a musical variety show that is driven by three siblings, & empowers children to accomplish their goals and their dreams, AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music and presenting musical performances by the cast members themselves. These cast musical performances show children that they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. he and Brian Brial [another Emmy winner] ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and ends with the singing of "End of Another Day which encouratges the viewer to stay optimistic about tomorrow.

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

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays @ 5am
Total times aired at regularly scheduled time:	14
Number of Preemptions	0
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.	Teen Kids News is a national half hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003 and given how many people watch it and love it, the show will be on forever! Teen Kids News {TKN} highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show [who are of course all kids] report on everything that is fun or interesting or important about our world. These stories range fromm kids who fly planes to how to deal with bullying to be best way to throw a baseball for power, to tips on getting into college, to making friends, to behind the scenes with entertainers.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F. R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

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	Sharon McClendon
Address	27777 Franklin Road, Suit 1220
City	Southfield
State	MI
Zip	48034
Telephone Number	248-355-2020
Email Address	s.mcclendon@tv20detroit.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.	Commercial Limits: After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at twelve and under. The station does not air additional programs other than those listed in this report designed for children ages twelve and under that were not educational and informational programming. OF NOTE: Due to the expiration of the contract on September 19, 2012 with The Cool TV which broadcast 2 e/i programs [Ariel, Zoey & Eli Too; Beta Records] the number of broadcasts are fewer than regulated due to the above listed situation. During the dates 9/19/12 through 9/30/12 WMYD-TV Detroit duplicated our programming on 20.2 so that we would maintain our compliance through the end of 3rd quarter, 2012.

Other Matters (5)

Other Matters (1 of 5)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays @ 12:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News is a national half hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003 and given how many people watch it and love it, the show will be on forever! Teen Kids News {TKN} highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show [who are of course all kids] report on everything that is fun or interesting or important about our world. These stories range fromm kids who fly planes to how to deal with bullying to be best way to throw a baseball for power, to tips on getting into college, to making friends, to behind the scenes with entertainers.

Other Matters (2 of 5)	Response
Program Title	KEYS Kids
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays @ 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	KEYS Kids is one of the longest running locally produced educational and informational children's shows in Metro Detroit. Even the shows' anagrammed name is full of intent of a good life for children. The KEYS in the name stands for Kids Enjoys Your Selves Without Drugs. The show asks children and their families to look for alternatives to behaviours that can hurt them; and also focuses on issues that are of importance to young people. Positive program that are going on in and around Metro Detroit for kids and families are highlighed to show children alternatives in a more tangible way. KEYS Kids is designed to entertain and educate their core audience using life-sized puppes characters to teach young viewers about the importance of living a happy, healthy and drug free life - ever confident in who they are.

Other Matters (3 of 5)	**Response**
Program Title	M@d About Money
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays @ 8:am
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.	Mad About Money combines improv sketch comedy along with great information about money. The show teaches the teen viewing audience about earning, saving, spending, and sharing their money; the difference between cash and credit; the importance of forming a savings habit; different levels of risk in investing and so much more! Mad About Money uses actors along with hilarious sketches, and talks to a financial expert who answers questions including those submitted to the show Web site from young viewers. The interactive web site includes other educational resources to assist students in strengthening their knowledge about money with PDF activity workbooks and online tests and challenges.

Other Matters (4 of 5)	**Response**
Program Title	ECO Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays @ 8:30am
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.	Eco Company is a weekly environmental lifestyle show hosted by a diverse group of teens as peer journalists, that report on stories in energy, conservation recycling, alternative fuels, truths and myths of global warming and a variety of other topics like plastic pollution. They explore the importance of Living Green: and understanding how our actions impact the planet. The show is supported by an interactive Web site where teen viewers can submit their own ideas and videos on how to make their communities and lives "green".

Other Matters (5 of 5)	**Response**
Program Title	Edgemont
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 7,7:30 &8am; Sun Noon
Total times aired at regularly scheduled time	52
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 choices and more. 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. School work is taken seriously as depicted through characters studying in the library, receiving or discussing grades or doing homework at home. Each episode advances a few specific storylines based on particular social and emotional issues and takes them to a new conclusion. Characters act out behaviours that bring these issues to the forefront and they solve problems generally without intervention by adults, but through communication with peers and direct action, which leads to a better understanding of the situation and each other. At the same time the show highlights the fact that actions do lead to consequences and the outcomes provide a life lesson that is plainly evident, but conveyed to the viewer in a a natural way.

Certification

Question	Response
The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information,and belief there is good ground to support it; and that it is not interposed for delay. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application. WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WXON License Inc**

Attachments

No Attachments.