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Children's Television Programming Report

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**MESA** | State: **AZ**

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

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	Phoenix
	Web Home Page Address	www.12news.azcentral.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(7)

Digital Core Program (1 of 7)		Response
Program Title	Whatever Show (on Multicasted Channel)	
Origination	Local	
Days/Times Program Regularly Scheduled	Saturdays @ 9AM, 9:30AM, 10AM, 10:30AM, 11AM and 11:30AM	
Total times aired at regularly scheduled time	78	
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 educational objective of the "Whatever Show" is to provide information relevant to teenagers and to provide a forum for teenagers to express themselves from an honest teen perspective. The "Whatever Show" is an informational program for teens. The "Whatever Show" covers a wide range of topics including teen issues, entertainment, health, music and activities. Teen reporters for the "Whatever Show" suggest story ideas, conduct interviews and make "Whatever" a real show "for and by teenagers".	
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	NOODLE AND DOODLE	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAYS @ 9:00am	
Total times aired at regularly scheduled time	2	

Total times aired	13
Number of Preemptions	11
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	11
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.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	09/29 4:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/29 ENAD113H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
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Title of Program	NOODLE AND DOODLE
List date and time rescheduled	07/21 10:00AM
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 #	7/21 ENAD103H
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	07/14 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/14 ENAD102H
Reason for Preemption	Sports

### Digital Preemption Programs #4

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

### Digital Preemption Programs #5

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	09/15 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/15 ENAD111H
Reason for Preemption	Sports

### Digital Preemption Programs #6

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	07/21 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/04 ENAD105H
Reason for Preemption	Sports

#### Digital Preemption Programs #7

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	09/01 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/01 ENAD109H
Reason for Preemption	Sports

#### Digital Preemption Programs #8

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	09/22 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/22 ENAD112H
Reason for Preemption	Sports

#### Digital Preemption Programs #9

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	08/18 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/18 ENAD107H
Reason for Preemption	Sports



Digital Preemption Programs #10

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

Digital Preemption Programs #11

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	09/08 7:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/08 ENAD110H
Reason for Preemption	Sports

Digital Core Program (3 of 7)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 9:30AM
Total times aired at regularly scheduled time	2
Total times aired	13
Number of Preemptions	11
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	11
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 Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow.
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	07/14 3:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/28 EPAJ104H
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	07/21 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/04 EPAJ105H

Reason for Preemption	Sports
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### Digital Preemption Programs #3

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	09/08 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/08 EPAJ110H
Reason for Preemption	Sports

### Digital Preemption Programs #4

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	09/29 4:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/29 EPAJ113H
Reason for Preemption	Sports

### Digital Preemption Programs #5

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	08/11 3:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/11 EPAJ106H
Reason for Preemption	Sports

### Digital Preemption Programs #6

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	07/14 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	07/14 EPAJ101H
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	09/22 9:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/22 EPAJ112H
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	07/21 10:30AM
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 #	07/21 EPAJ103H
Reason for Preemption	Sports

Digital Preemption Programs #9

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	08/18 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/18 EPAJ107H
Reason for Preemption	Sports

Digital Preemption Programs #10

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	09/15 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	
Episode #	09/15 EPAJ111H
Reason for Preemption	Sports

Digital Preemption Programs #11

Questions	Response
Title of Program	PAJANIMALS
List date and time rescheduled	09/01 9:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/01 EPAJ109H
Reason for Preemption	Sports

Digital Core Program (4 of 7)	Response
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:00AM
Total times aired at regularly scheduled time	2
Total times aired	13
Number of Preemptions	11
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	11
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.	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	07/21 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	
Episode #	07/21 EPCT103H
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	09/01 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	
Episode #	09/01 EPCT109H
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	07/21 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	
Episode #	08/04 EPCT105H
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	09/15 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/15 EPCT111H
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	09/22 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	
Episode #	09/22 EPCTEPCT112H
Reason for Preemption	Sports

#### Digital Preemption Programs #6

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	08/18 9:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/18 EPCT107H
Reason for Preemption	Sports

#### Digital Preemption Programs #7

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	07/14 8:00AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/14 EPCT102H
Reason for Preemption	Sports

#### Digital Preemption Programs #8

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	09/30 7AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/29 EPCT113H
Reason for Preemption	Sports

#### Digital Preemption Programs #9

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	08/11 4:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/11 EPCT106H
Reason for Preemption	Sports

#### Digital Preemption Programs #10

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	07/14 4:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/28 EPCT104H
Reason for Preemption	Sports

#### Digital Preemption Programs #11

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	09/08 8:00AM



Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/08 EPCT110H
Reason for Preemption	Sports

Digital Core Program (5 of 7) Response	
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30AM
Total times aired at regularly scheduled time	2
Total times aired	13
Number of Preemptions	11
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	11
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.	Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination.

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	JUSTIN TIME
List date and time rescheduled	07/21 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/04 EJTM105H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	09/15 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/15 EJTM111H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	08/18 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	
Episode #	08/18 EJTM107H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	JUSTIN TIME
List date and time rescheduled	09/30 7:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/29 EJTM113H
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	07/14 4:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/28 EJTM104H
Reason for Preemption	Sports

#### Digital Preemption Programs #6

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	07/21 3:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/21 EJTM103H
Reason for Preemption	Sports

#### Digital Preemption Programs #7

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	07/14 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/14 EJTM102H
Reason for Preemption	Sports

#### Digital Preemption Programs #8

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	09/22 10AM
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 #	09/22 EJTM112H
Reason for Preemption	Sports

#### Digital Preemption Programs #9

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	08/11 4:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/11 EJTM106H
Reason for Preemption	Sports

#### Digital Preemption Programs #10

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	09/08 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/08 EJTM110H
Reason for Preemption	Sports

#### Digital Preemption Programs #11

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	09/01 10AM
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 #	09/01 EJTM109H
Reason for Preemption	Sports

Digital Core Program (6 of 7)		Response
Program Title	LAZYTOWN	
Origination	Network	
Days/Times Program Regularly Scheduled	SUNDAY @ 10AM	
Total times aired at regularly scheduled time	2	
Total times aired	13	
Number of Preemptions	11	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	11	
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.	<p>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.</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

#### Digital Preemption Programs #1

Questions	Response
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Title of Program	LAZYTOWN
List date and time rescheduled	07/21 4PM
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 #	07/22 ELZT103H
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	09/02 9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/02 ELZT115H
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	09/30 8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/30 ELZT120H
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	09/15 9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/23 ELZT118H
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	07/14 9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/15 ELZT102H
Reason for Preemption	Sports

#### Digital Preemption Programs #6

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	07/15 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	
Episode #	07/29 ELZT104H
Reason for Preemption	Sports

#### Digital Preemption Programs #7

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	07/07 11AM
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 #	07/08 ELZT101H
Reason for Preemption	Sports

#### Digital Preemption Programs #8

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	07/21 9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/05 ELZT108H
Reason for Preemption	Sports

Digital Preemption Programs #9

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	09/09 9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/09 ELZT116H
Reason for Preemption	Sports

Digital Preemption Programs #10

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	08/12 ELZT109H
Reason for Preemption	Sports

Digital Preemption Programs #11

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	09/15 9AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/16 ELZT117H
Reason for Preemption	Sports

Digital Core Program (7 of 7)	Response
Program Title	THE WIGGLES
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS @ 10:30AM



Total times aired at regularly scheduled time	2
Total times aired	13
Number of Preemptions	11
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	11
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 Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool child.
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 WIGGLES
List date and time rescheduled	07/21 4:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/22 EWIG104
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	THE WIGGLES

List date and time rescheduled	07/15 10AM
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 #	07/29 EWIG102
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	09/15 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	
Episode #	09/15 EWIG111
Reason for Preemption	Sports

### Digital Preemption Programs #4

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	09/09 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	
Episode #	09/09 EWIG0010
Reason for Preemption	Sports

### Digital Preemption Programs #5

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	09/23 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	
Episode #	09/23 EWIG112
Reason for Preemption	Sports

### Digital Preemption Programs #6

Questions	Response
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Title of Program	THE WIGGLES
List date and time rescheduled	07/08 10AM
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 #	07/08 EWIG101
Reason for Preemption	Sports

#### Digital Preemption Programs #7

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	07/21 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	
Episode #	08/05 EWIG108
Reason for Preemption	Sports

#### Digital Preemption Programs #8

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	09/30 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/30 EWIG0013
Reason for Preemption	Sports

#### Digital Preemption Programs #9

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	07/14 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	
Episode #	07/15 EWIG103
Reason for Preemption	Sports

#### Digital Preemption Programs #10

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	09/02 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	
Episode #	09/02 EWIG107
Reason for Preemption	Sports

Digital Preemption Programs #11

Questions	Response
Title of Program	THE WIGGLES
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	08/12 EWIG109
Reason for Preemption	Sports

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	MICHELLE FIERROS
Address	200 E VAN BUREN ST
City	PHOENIX
State	AZ
Zip	85004
Telephone Number	602-444-1285
Email Address	mfierros@12news.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.	On 07/07 Noodle & Doodle, Pajanimals, Poppy Cat, Justin Time, Lazytown, & Wiggles were preempted due to NBC coverage of Tour De France. On 07/14 - 08/11 Noodle & Doodle, Pajanimals, Poppy Cat, & Justin Time were preempted due to NBC coverage of the 2012 London Olympics. On 08/12 Lazytown & The Wiggles were preempted due to the 2012 London Olympics. On 08/18 Noodle & Doodle, Pajanimals, Poppy Cat, & Justin Time were preempted due to NBC coverage of the Dew Tour. On 09/01 Noodle & Doodle, Pajanimals, Poppy Cat, & Justin Time were preempted due to NBC coverage of Diamond League. On 09/02 Lazytown & The Wiggles were preempted due to NBC coverage of Caught Looking. 09/08 Noodle & Doodle, Pajanimals, Poppy Cat, Justin Time, Lazytown, & The Wiggles were preempted due to NBC coverage of BMW Golf. On 09/15 Noodle & Doodle, Pajanimals, Poppy Cat, & Justin Time were preempted due to NBC Coverage of Surfing. On 09/16 Lazytown & The Wiggles were preempted due to NBC Coverage of Diamond League. On 09/22 & 09/23 Noodle & Doodle, Pajanimals, Poppy Cat, Justin Time, Lazytown, & The Wiggles were preempted due to NBC Coverage of The Tour Championship. On 09/29 & 09/30 Noodle & Doodle, Pajanimals, Poppy Cat, Justin Time, Lazytown, & The Wiggles were preempted due to NBC coverage of Ryder Cup. KPNX rescheduled all of the above preempted programs and notified viewers appropriately. Because KPNX ceased analog operations and converted to digital-only operations prior to the start of the reporting period, Questions 7(b) and 7(c) are no longer applicable.

Other Matters (7)

Other Matters (1 of 7) Response	
Program Title	WHATEVER SHOW
Origination	Local
Days/Times Program Regularly Scheduled	SATURDAYS @ 9AM, 9:30AM, 10AM, 10:30AM, 11AM, & 11:30AM
Total times aired at regularly scheduled time	78
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.	The educational objective of the "Whatever Show" is to provide information relevant to teenagers and to provide a forum for teenagers to express themselves from an honest teen perspective. The "Whatever Show" is an informational program for teens. The "Whatever Show" covers a wide range of topics including teen issues, entertainment, health, music and activities. Teen reporters for the "Whatever Show" suggest story ideas, conduct interviews and make "Whatever" a real show "for and by teenagers".

Other Matters (2 of 7) Response	
Program Title	NOODLE & DOODDLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 9AM FROM 10/06 - 11/03. SATURDAYS @ 10AM STARTING 11/10
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.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal.



Other Matters (3 of 7)	
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 9:30AM FROM 10/06 - 11/03. SATURDAYS @ 10:30AM STARTING 11/10
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.	The Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow.

  

Other Matters (4 of 7)	
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 10AM FROM 10/06 - 11/03. SATURDAYS @ 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.	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 (5 of 7)	Response
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30AM FROM 10/06 - 11/03. SATURDAYS @ 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.	Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination.

Other Matters (6 of 7)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS @ 10AM

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.	<p>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.</p>

Other Matters (7 of 7)	Response
Program Title	THE WIGGLES
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAYS @ 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.	<p>The Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool child.</p>

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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>MULTIMEDIA HOLDINGS CORPORATION</b></p>

**Attachments**

No Attachments.