



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238794** | File Number: **CPR-170426** | Submit Date: **07/07/2015** | Call Sign: **WPMI-TV** | Facility ID: **11906**
City: **MOBILE** | State: **AL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/07/2015 | Filing Status: **Active**

Report reflects information for : Second Quarter of 2015

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

**Contact
Representatives
(0)**

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

**Children's
Television
Information**

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | NBC |
| | Nielsen DMA | Mobile-Pensacola |
| | Web Home Page Address | WWW.LOCAL15TV.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 | 3.5 |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream | 168.0 |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671: | 3.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes |

Digital Core Programs(13)

| Digital Core Program (1 of 13) | Response |
|--|---|
| Program Title | ASTROBLAST |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 9AM |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | INSPIRED BY THE BOOKS OF THE SAME NAME, ASTROBLAST FOLLOWS THE ADVENTURES OF A CREW OF SPACE ANIMALS WHO RUN THE ASTROBLAST SPACE STATION. COMET, HALLEY, SPUTNIK, RADAR, AND JET ARE BEST FRIENDS WORKING UNDER THE WATCHFUL EYE OF SAL THE OCTOPUS. THROUGH IT ALL THE ASTROBLAST CREW ACCEPT THEIR DIFFERENCES AND MUST HELP ONE ANOTHER AND USE TEAMWORK TO COMPLETE WORK TASKS, MAKE NEW FRIENDS, AND GET ALONG IN THE CONFINED QUARTERS OF A SPACE STATION. EVERYDAY BRINGS A NEW ADVENTURE AND NEW PROBLEMS THAT THE TEAM MUST COME TOGETHER TO SOLVE. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Questions | Response |
|--|---------------|
| Title of Program | ASTROBLAST |
| List date and time rescheduled | June 6th 12pm |
| 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 # | June 6 |
| Reason for Preemption | Sports |

| Digital Core Program (2 of 13) | Response |
|--|--|
| Program Title | THE CHICA SHOW |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 9:30AM |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|---------------------|
| Title of Program | THE CHICA SHOW |
| List date and time rescheduled | June 6th at 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 | |
| Episode # | June 6th |
| Reason for Preemption | Sports |

| Digital Core Program (3 of 13) | | Response |
|--|--|-----------------|
| Program Title | TREE FU TOM | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 11:30AM | |
| Total times aired at regularly scheduled time | 6 | |
| Total times aired | 13 | |
| Number of Preemptions | 7 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 7 | |
| 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>Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.</p> | |

| | |
|--|-----|
| 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 | TREE FU TOM |
| List date and time rescheduled | April 25th 8:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | April 25th |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|----------------|
| Title of Program | TREE FU TOM |
| List date and time rescheduled | May 2nd 8:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | May 2nd |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|------------------|
| Title of Program | TREE FU TOM |
| List date and time rescheduled | April 4th 8:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | April 4th |
| Reason for Preemption | Sports |

Digital Preemption Programs #4

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

| | |
|--|--------------------|
| Title of Program | TREE FU TOM |
| List date and time rescheduled | June 6th at 7:30am |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | June 6th |
| Reason for Preemption | Sports |

Digital Preemption Programs #5

| Questions | Response |
|--|-------------------|
| Title of Program | TREE FU TOM |
| List date and time rescheduled | April 11th 8:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | April 11th |
| Reason for Preemption | Sports |

Digital Preemption Programs #6

| Questions | Response |
|--|--------------------|
| Title of Program | TREE FU TOM |
| List date and time rescheduled | May 30th at 8:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | May 30th |
| Reason for Preemption | Sports |

Digital Preemption Programs #7

| Questions | Response |
|--|-------------------|
| Title of Program | TREE FU TOM |
| List date and time rescheduled | April 18th 8:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | April 18th |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 13) | | Response |
|--|--|----------|
| Program Title | LAZYTOWN | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 10AM | |
| Total times aired at regularly scheduled time | 12 | |
| Total times aired | 13 | |
| Number of Preemptions | 1 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 1 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 2 years to 5 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.</p> | |
| 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 | LAZYTOWN |
| List date and time rescheduled | June 14th |
| 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 # | June 6th |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 13) | | Response |
|--|---|-----------------|
| Program Title | POPPYCAT | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 11AM | |
| Total times aired at regularly scheduled time | 11 | |
| Total times aired | 13 | |
| Number of Preemptions | 2 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 1 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 2 years to 5 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>Poppycat models the use of imagination and storytelling to encourage creative thinking in young viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat. She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon, or train. Each story features Poppy Cat as the leader of a group of animal friends, including resident bully Egbert the Badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling-these activities always lead to enjoyment and adventure. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.</p> | |

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|---|-----|
| 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 | POPPYCAT |
| List date and time rescheduled | June 6th 7am |
| 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 # | June 6th |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--------------|
| Title of Program | POPPYCAT |
| List date and time rescheduled | May 30th 8am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | May 30th |
| Reason for Preemption | Sports |

| Digital Core Program (6 of 13) | | Response |
|---|--|------------------|
| Program Title | | EARTH TO LUNA |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SATURDAY 11:30AM |
| Total times aired at regularly scheduled time | | 12 |
| Total times aired | | 13 |
| Number of Preemptions | | 1 |

| | |
|--|--|
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This pre-school series is about science and the process of scientific inquiry that leads to scientific knowledge. The program follows the adventures of Luna, an inquisitive six-year-old girl, who is a science enthusiast. Luna, along with little brother Jupiter and her pet ferret, Clive, views the earth as a giant laboratory. She is constantly searching to learn more about what things are, and why and how scientific actions take place. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| 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 | EARTH TO LUNA |
| List date and time rescheduled | June 14th 11:30am |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | June 6th |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 13) | Response |
|---|----------------|
| Program Title | DRAGONFLY TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 10:30AM |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |

| | |
|--|--|
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| 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 | DRAGONFLY TV |
| List date and time rescheduled | June 14th at 12pm |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | June 7th |
| Reason for Preemption | Sports |

Digital Core Program (8 of 13)

| | Response |
|---------------|---------------|
| Program Title | ANIMAL RESCUE |
| Origination | Syndicated |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | SUNDAY 10AM |
| 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. | "ANIMAL RESCUE" FEATURES SAFETY TIPS AND INFORMATION ABOUT VARIOUS ANIMALS AND THEIR HABITATS. THE PROGRAM ALSO SHOWS REAL-LIFE EXPERIENCES OF PROFESSIONAL AND ORDINARY PEOPLE TAKING CARE OF, TREATING AND HELPING VARIOUS ANIMALS, AS WELL AS EXHIBITING GOOD SOCIAL RESPONSIBILITY AND PROMOTING STRONG PERSONAL AND COMMUNITY VALUES. THE PROGRAM SHOWCASES SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS AND FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED, OR ABUSED ANIMALS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Core Program (9 of 13) Response

| | |
|---------------|------------|
| Program Title | BIZ KIDS |
| Origination | Syndicated |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | SUNDAY 10:30AM |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "BIZ KIDS" FOCUSES ON FINANCIAL LITERACY AND ENTREPRENEURSHIP FOR TEENS. USING A MIX OF STRONG FINANCIAL EDUCATION TOOLS, DYNAMIC SKETCH COMEDY, AND INSPIRING TRUE STORIES OF YOUNG ENTREPRENEURS, "BIZ KIDS" PROVIDES IMPORTANT INFORMATION FOR FUTURE FINANCIAL SUCCESS. EACH EPISODE FEATURES MATH, LANGUAGE ARTS, AND SOCIAL STUDIES, AS WELL AS TEACHING TEENS ABOUT MONEY AND BUSINESS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 13) | Response |
|---|-----------------|
| Program Title | DOG TALES |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "DOG TALES" SHOWCASES INSTRUCTIONS FOR YOUNG VIEWERS ON THE PROPER CARE OF PETS AND PROVIDES SAFETY, HEALTH, AND TRAINING TIPS THAT ARE USEFUL FOR ALL KINDS OF DOGS. "DOG TALES" EMPHASIZES RESPONSIBLE PET OWNERSHIP, COMPASSION FOR ALL LIVING CREATURES, AND PROMOTES STRONG PERSONAL AND COMMUNITY VALUES IN AN ENTERTAINING AND INFORMATIVE FORMAT. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 13) | Response |
|--|-----------------|
| Program Title | DRAGONFLY TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (12 of 13) | Response |
|--|----------------------|
| Program Title | MISSING |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 12PM |
| 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. | "MISSING" FOCUSES ON ACTUAL CASES OF MISSING PERSONS. "MISSING" PROVIDES INFORMATION AND DESCRIPTIONS OF MISSING CHILDREN, INCLUDING ENDANGERED RUNAWAYS AS WELL AS VICTIMS OF ABDUCTIONS. THE SHOW ALSO PRESENTS PEER-TO-PEER ADVICE ON SAFETY IN PUBLIC PLACES AND IN CYBER-SPACE, INCLUDING REAL-WORLD EXAMPLES OF HOW TO AVOID POTENTIALLY DANGEROUS SITUATIONS. THE PROGRAM EMPHASIZES TAKING ACTIVE RESPONSIBILITY FOR PERSONAL SAFETY AND PROMOTES SITUATIONAL AWARENESS, PRESENTED IN A CALM AND NON-THREATENING MANNER SUITED FOR TEENS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (13 of 13) | Response |
|--|----------------------|
| Program Title | THINK BIG |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 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 | 13 years to 16 years |

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|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "THINK BIG" FEATURES TOP KID INVENTORS WHO FACE OFF AGAINST EACH OTHER IN AN INVENT-OFF TO SEE WHO CAN COME UP WITH THE MOST INNOVATIVE AND CREATIVE INVENTION. EACH EPISODE IS SET UP IN THE "THINK TANK," A STUDIO FILLED WITH ART SUPPLIES AND CONSTRUCTION MATERIALS. TWO TEAMS BRAINSTORM, CHOOSE MATERIALS, AND THEN SKETCH, DESIGN, AND BUILD THEIR OWN IDEA. ONCE FINISHED, THE INVENTIONS ARE PRESENTED TO A JUDGE WHICH DETERMINES THE WINNER. "THINK BIG" ENCOURAGES PROBLEM-SOLVING SKILLS, CREATIVITY, INNOVATION, MARKETING, DESIGN, AND TEAMWORK. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| 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 | RAYMOND WILSON |
| Address | 661 AZALEA ROAD |
| City | MOBILE |
| State | AL |
| Zip | 36609-1515 |
| Telephone Number | 251-602-1500 |
| Email Address | WWILSON@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. | WPMI PERSONALITIES AND METEOROLOGISTS VISIT SCHOOLS FOR CAREER DAYS, LITERACY PROGRAMS, AND TEACHING CHILDREN ABOUT WEATHER. WPMI RUNS PSA'S TO EDUCATE CHILDREN ON VARIOUS ISSUES THAT ARE IMPORTANT TO THEIR SAFETY SUCH AS DRIVING CAREFULLY, BULLYING, AND DEPRESSION. |

Other Matters (13)

| Other Matters (1 of 13) | Response |
|--|---|
| Program Title | RUFF RUFF TWEET & DAVE |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 9AM |
| 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. | This is a series that chronicles the animated adventures of three best friends: Ruff-Ruff, an instinctive pup; Tweet a cautious bird; and Dave, an imaginative panda. During each episode the program asks questions and children engage with the program by deciding which of the characters offers the correct answer or solution. This program encourages children to learn to make their own decisions. Episode examples include answering questions about: words that describe opposite states and actions; how to plant a seed and help it grow; and, searching for the biggest number during a visit to Number Land. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM. |

| Other Matters (2 of 13) | Response |
|---|--------------------|
| Program Title | ASTROBLAST |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAY 9:30AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | INSPIRED BY THE BOOKS OF THE SAME NAME, ASTROBLAST FOLLOWS THE ADVENTURES OF A CREW OF SPACE ANIMALS WHO RUN THE ASTROBLAST SPACE STATION. COMET, HALLEY, SPUTNIK, RADAR, AND JET ARE BEST FRIENDS WORKING UNDER THE WATCHFUL EYE OF SAL THE OCTOPUS. THROUGH IT ALL THE ASTROBLAST CREW ACCEPT THEIR DIFFERENCES AND MUST HELP ONE ANOTHER AND USE TEAMWORK TO COMPLETE WORK TASKS, MAKE NEW FRIENDS, AND GET ALONG IN THE CONFINED QUARTERS OF A SPACE STATION. EVERYDAY BRINGS A NEW ADVENTURE AND NEW PROBLEMS THAT THE TEAM MUST COME TOGETHER TO SOLVE. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM. |
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Other Matters (3 of 13)

Response

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| Program Title | LAZYTOWN |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | SATURDAY 10AM |
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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. | This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM. |
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Other Matters (4 of 13)

Response

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| Program Title | EARTH TO LUNA |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | SATURDAY 10:30AM |
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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 2 years to 5 years
Audience from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Earth to Luna! - This pre-school series is about science and the process of scientific inquiry that leads to scientific knowledge. The program follows the adventures of Luna, a six-year-old girl who is a science enthusiast. Luna, an inquisitive girl, views the earth as a giant laboratory and is constantly searching to learn more about what things are, and why and how scientific actions take place. Episode examples include how water becomes rain, how bread rises, and information about planets and the moon. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (5 of 13)

Response

Program Title POPPYCAT

Origination Network

Days/Times SATURDAY 11AM
Program
Regularly
Scheduled

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.

Poppycat models the use of imagination and storytelling to encourage creative thinking in young viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat. She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon, or train. Each story features Poppy Cat as the leader of a group of animal friends, including resident bully Egbert the Badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling-these activities always lead to enjoyment and adventure. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (6 of 13)

Response

Program Title TREE FU TOM

Origination Network

Days/Times SATURDAY 11:30AM
Program
Regularly
Scheduled

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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. | Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM. |

| Other Matters (7 of 13) | |
|--|---|
| | Response |
| Program Title | ECO COMPANY |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 10:30AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program is hosted by teens, and uses 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 how to be more eco-wise while performing daily activities. The program includes "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, the program 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. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM. |

| Other Matters (8 of 13) | |
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| | Response |
| Program Title | ANIMAL RESCUE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 10AM |
| 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. | "ANIMAL RESCUE" FEATURES SAFETY TIPS AND INFORMATION ABOUT VARIOUS ANIMALS AND THEIR HABITATS. THE PROGRAM ALSO SHOWS REAL-LIFE EXPERIENCES OF PROFESSIONAL AND ORDINARY PEOPLE TAKING CARE OF, TREATING AND HELPING VARIOUS ANIMALS, AS WELL AS EXHIBITING GOOD SOCIAL RESPONSIBILITY AND PROMOTING STRONG PERSONAL AND COMMUNITY VALUES. THE PROGRAM SHOWCASES SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS AND FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED, OR ABUSED ANIMALS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (9 of 13) | |
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| | Response |
| Program Title | BIZ KID\$ |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 10:30AM |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "BIZ KIDS" FOCUSES ON FINANCIAL LITERACY AND ENTREPRENEURSHIP FOR TEENS. USING A MIX OF STRONG FINANCIAL EDUCATION TOOLS, DYNAMIC SKETCH COMEDY, AND INSPIRING TRUE STORIES OF YOUNG ENTREPRENEURS, "BIZ KIDS" PROVIDES IMPORTANT INFORMATION FOR FUTURE FINANCIAL SUCCESS. EACH EPISODE FEATURES MATH, LANGUAGE ARTS, AND SOCIAL STUDIES, AS WELL AS TEACHING TEENS ABOUT MONEY AND BUSINESS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (10 of 13) | |
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| | Response |
| Program Title | DOG TALES |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 11AM |
| 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. | "DOG TALES" SHOWCASES INSTRUCTIONS FOR YOUNG VIEWERS ON THE PROPER CARE OF PETS AND PROVIDES SAFETY, HEALTH, AND TRAINING TIPS THAT ARE USEFUL FOR ALL KINDS OF DOGS. "DOG TALES" EMPHASIZES RESPONSIBLE PET OWNERSHIP, COMPASSION FOR ALL LIVING CREATURES, AND PROMOTES STRONG PERSONAL AND COMMUNITY VALUES IN AN ENTERTAINING AND INFORMATIVE FORMAT. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (11 of 13) | |
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| | Response |
| Program Title | DRAGONFLY TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 11:30AM |
| 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. | "DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (12 of 13) | |
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| | Response |
| Program Title | MISSING |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 12PM |
| 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. | "MISSING" FOCUSES ON ACTUAL CASES OF MISSING PERSONS. "MISSING" PROVIDES INFORMATION AND DESCRIPTIONS OF MISSING CHILDREN, INCLUDING ENDANGERED RUNAWAYS AS WELL AS VICTIMS OF ABDUCTIONS. THE SHOW ALSO PRESENTS PEER-TO-PEER ADVICE ON SAFETY IN PUBLIC PLACES AND IN CYBER-SPACE, INCLUDING REAL-WORLD EXAMPLES OF HOW TO AVOID POTENTIALLY DANGEROUS SITUATIONS. THE PROGRAM EMPHASIZES TAKING ACTIVE RESPONSIBILITY FOR PERSONAL SAFETY AND PROMOTES SITUATIONAL AWARENESS, PRESENTED IN A CALM AND NON-THREATENING MANNER SUITED FOR TEENS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (13 of 13) | |
|---|----------------------|
| | Response |
| Program Title | THINK BIG |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUNDAY 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.

"THINK BIG" FEATURES TOP KID INVENTORS WHO FACE OFF AGAINST EACH OTHER IN AN INVENT-OFF TO SEE WHO CAN COME UP WITH THE MOST INNOVATIVE AND CREATIVE INVENTION. EACH EPISODE IS SET UP IN THE "THINK TANK," A STUDIO FILLED WITH ART SUPPLIES AND CONSTRUCTION MATERIALS. TWO TEAMS BRAINSTORM, CHOOSE MATERIALS, AND THEN SKETCH, DESIGN, AND BUILD THEIR OWN IDEA. ONCE FINISHED, THE INVENTIONS ARE PRESENTED TO A JUDGE WHICH DETERMINES THE WINNER. "THINK BIG" ENCOURAGES PROBLEM-SOLVING SKILLS, CREATIVITY, INNOVATION, MARKETING, DESIGN, AND TEAMWORK. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

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.