



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0014361083** | File Number: **CPR-126903** | Submit Date: **01/09/2012** | Call Sign: **WPXI** | Facility ID: **73910** | City:
PITTSBURGH | State: **PA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/09/2012 | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2011**

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 | Pittsburgh |
| | Web Home Page Address | www.wpxi.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: | 5.0 |
| 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(10)

| Digital Core Program (1 of 10) | Response |
|--|---|
| Program Title | Shelldon |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 10:30am |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 14 |
| Number of Preemptions | 2 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 2 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place. |
| 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 | Shelldon |
| List date and time rescheduled | 11/19/11 @ 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 | 2011-11-19 |
| Episode # | |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|-------------------|
| Title of Program | Shelldon |
| List date and time rescheduled | 11/26/11 @ 1:30pm |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-11-26 |
| Episode # | |

| | | |
|-----------------------|--|-------|
| Reason for Preemption | | Other |
|-----------------------|--|-------|

| | |
|--|---|
| Digital Core Program (2 of 10) | Response |
| Program Title | Magic School Bus |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 11am |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 14 |
| 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 | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. |
| 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 | Magic School Bus |
| List date and time rescheduled | 11/20/11 @ 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 | 2011-11-19 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (3 of 10) | Response |
|--|--|
| Program Title | Babar |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 11:30am |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 14 |
| 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 | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the needs to resolve a dilemma that is faced by Babar, one of his friends or family members. |
| 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 | Babar |
| List date and time rescheduled | 11/20/11 @ 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 | 2011-11-19 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 10) | Response |
|--|---------------------|
| Program Title | Willa's Wild Life |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ noon |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 14 |
| 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 | 6 years to 10 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | What kid hasn't brought home a stray dog, baby bird or a firefly in a jar? Willa, that's who. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, there's barely room in Willa's room for Willa! From the Creator of Oswald, Willa's Wild Life is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. When there's a Willa there is a way! |
| 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 | Willa's Wild Life |
| List date and time rescheduled | 11/20/11 @ 9am |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-11-19 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 10) | Response |
|---|---------------------|
| Program Title | Pearlie |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 12:30pm |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 14 |
| 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 | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |
| 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 | Pearlie |
| List date and time rescheduled | 11/20/11 @ 9:30am |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-11-19 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (6 of 10) | Response |
|--------------------------------|------------|
| Program Title | Turbo Dogs |
| Origination | Network |

| | |
|---|---|
| Days/Times Program Regularly Scheduled | Saturdays @ 1pm |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 14 |
| Number of Preemptions | 3 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 3 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | In each episode, canine heroes Dash, Mags, GT, Strut, Stinkbert and Clutch will take kids on a high-speed racing adventure with an emphasis on friendship and teamwork. TCo-produced by CCI Ent., and animated by Huhu Studios, Turbo Dogs is based on the Racer Dogs book by Bob Kolar. The action is set in the town of Racerville, where a wacky, canine-based community shares a passion for motor sports. The series will aim to expose kids to the concepts of direction, distance and time, while reinforcing the importance of cooperation and fair play. |
| 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 | Turbo Dogs |
| List date and time rescheduled | 10/15/11 @ 10am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-10-15 |
| Episode # | |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--------------------------------|----------------|
| Title of Program | Turbo Dogs |
| List date and time rescheduled | 12/3/11 @ 10am |

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|--|------------|
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-12-03 |
| Episode # | |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|----------------|
| Title of Program | Turbo Dogs |
| List date and time rescheduled | 11/19/11 @ 7am |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | 2011-11-19 |
| Episode # | |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 10) | Response |
|--|---|
| Program Title | Green Screen Adventures (11.2) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays from 8-10am & Sundays from 8-10am |
| Total times aired at regularly scheduled time | 108 |
| Total times aired | 130 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |

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|--|--|
| Age of Target Child Audience | 7 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures features stories and drawings by students in second through eighth grade, using sketch comedy, story theatre, game shows, original songs, puppetry and more. An ensemble then takes these submissions and brings the stories to life with green screen as the back drop for the subject. This allows children to use different mediums to communicate ideas and learn that expression can be varied and creative. Green Screen Adventures also showcases the children's original artwork to develop an appreciation of art. The educational goals include encouraging children to be enthusiastic about writing and reading, helping students build a foundation for writing, critical thinking, and problem solving, promoting character development as the cast demonstrates cooperation and mutual respect, and providing educators with innovative and entertaining ways to enhance student learning. In addition to academic skills, Green Screen Adventures focuses on the five C's: Creativity, Curiosity, Confidence, Citizenship, Compassion. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 10) | Response |
|--|--------------------------------------|
| Program Title | Green Screen Adventures (11.2) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays from 10-10:30am (10/2-10/16) |
| Total times aired at regularly scheduled time | 3 |
| 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 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures features stories and drawings by students in second through eighth grade, using sketch comedy, story theatre, game shows, original songs, puppetry and more. An ensemble then takes these submissions and brings the stories to life with green screen as the back drop for the subject. This allows children to use different mediums to communicate ideas and learn that expression can be varied and creative. Green Screen Adventures also showcases the children's original artwork to develop an appreciation of art. The educational goals include encouraging children to be enthusiastic about writing and reading, helping students build a foundation for writing, critical thinking, and problem solving, promoting character development as the cast demonstrates cooperation and mutual respect, and providing educators with innovative and entertaining ways to enhance student learning. In addition to academic skills, Green Screen Adventures focuses on the five C's: Creativity, Curiosity, Confidence, Citizenship, Compassion. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 10) | Response |
|--|-----------------------------------|
| Program Title | Mad About (11.2) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays from 10-11am (10/2-UFN) |
| 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 |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Mad About is a half hour sketch- comedy/ variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improve, animation and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 10) | Response |
|--|--|
| Program Title | Edgemont |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays from 10-10:30am (10/23-UFN) |
| Total times aired at regularly scheduled time | 10 |
| 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 and moral choices. 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. |

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|---|-----|
| 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 | Kimberly Connolly |
| Address | 4145 Evergreen Road |
| City | Pittsburgh |
| State | PA |
| Zip | 15214 |
| Telephone Number | 412-237-1183 |
| Email Address | kconnolly@wpxi.com |

| | |
|---|--|
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. | <p>1) WPXI ran crawls (on the week prior to sporting events/local programming events) letting viewers about the kids programming second homes as the line up would change on those days because of Sports/local programming. 2) WPXI airs public service announcements that address, but are not limited to, the following topic categories: Children's Safety, Children's Educational Issues, Children's Health /Fitness, Drugs/Alcohol and Environment. These PSA's air quarterly. 3) WPXI airs local news and public affairs programming that contribute to children's educational and information needs, but are not limited to, the following topic categories: Education, Youth/Family and Health. 4)The Children's Television Act and the FCC's rules require that programming targeting children ages twelve and under may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and no more than 12.0 minutes of total commercial matter per clock hour on weekdays. In addition, children's programming may not direct viewers to an Internet website unless the website offers a substantial amount of bona fide program-related or other non-commercial content; the website is not designed "primarily" for commercial purposes (that is, e-commerce or advertising); the website's home page and other menu pages clearly distinguish between the website's commercial and noncommercial sections; and, the website page to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (that is, the page has no links labeled "store" or direct links to other pages with commercial material). Finally, neither children's programming nor commercials aired during children's programming may display Internet website addresses that direct viewers to Internet websites that utilize a program's characters to advertise, promote, or sell products or services. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies as follows: (i) the only programs specifically designed for children ages twelve and under that the station broadcast this quarter are disclosed in this report and (ii) the licensee fully complied with the FCC's commercial limits with respect to these programs. 5)On 6/12/2009 WPXI terminated analog operations therefore question 7b and 7c do not apply. 6) On Saturday, November 26th WPXI aired the 31st annual "WPXI Presents My Macy's Holiday Parade". This is a 2 hour family friendly event that is an annual holiday tradition held in downtown Pittsburgh. The Parade includes singers, marching bands, performers, inflatable balloons and costume characters.</p> |
|---|--|

Other Matters (9)

| Other Matters (1 of 9) | | Response |
|--|--|---|
| Program Title | | Shelldon |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturdays @ 10:30am |
| Total times aired at regularly scheduled time | | 13 |
| Length of Program | | 30 mins |
| Age of Target Child Audience from | | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Shelldon is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place. |

| Other Matters (2 of 9) | | Response |
|--|--|---|
| Program Title | | Magic School Bus |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturdays @ 11am |
| Total times aired at regularly scheduled time | | 13 |
| Length of Program | | 30 mins |
| Age of Target Child Audience from | | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. |

| Other Matters (3 of 9) | | Response |
|------------------------|--|----------|
| Program Title | | Babar |
| Origination | | Network |

| | |
|---|--|
| Days/Times Program Regularly Scheduled | Saturdays @ 11:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the needs to resolve a dilemma that is faced by Babar, one of his friends or family members. |

| Other Matters (4 of 9) | Response |
|--|---|
| Program Title | Willa's Wild Life |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ noon |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | What kid hasnt brought home a stray dog, baby bird or a firefly in a jar? Willa, thats who. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, theres barely room in Willas room for Willa! When theres a Willa there is a way! From the Creator of Oswald, Willas Wild Life is an enchanting series about a little girls unique home life that is sure to keep you in stitches and warm your heart. Willas Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. |

| Other Matters (5 of 9) | Response |
|------------------------------|----------|
| Program Title | Pearlie |

| | |
|--|---|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 12:30pm |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |

| Other Matters (6 of 9) | |
|---|---|
| | Response |
| Program Title | Turbo Dogs |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 1pm |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | In each episode, canine heroes Dash, Mags, GT, Strut, Stinkbert and Clutch will take kids on a high-speed racing adventure with an emphasis on friendship and teamwork. TCo-produced by CCI Ent., and animated by Huhu Studios, Turbo Dogs is based on the Racer Dogs book by Bob Kolar. The action is set in the town of Racerville, where a wacky, canine-based community shares a passion for motor sports. The series will aim to expose kids to the concepts of direction, distance and time, while reinforcing the importance of cooperation and fair play. |

| Other Matters (7 of 9) | |
|------------------------|----------|
| | Response |

| | |
|--|--|
| Program Title | Green Screen Adventures (Multicast 11.2) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays from 8-10am & Sundays from 8-10am |
| Total times aired at regularly scheduled time | 104 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures features stories and drawings by students in second through eighth grade, using sketch comedy, story theatre, game shows, original songs, puppetry and more. An ensemble then takes these submissions and brings the stories to life with green screen as the back drop for the subject. This allows children to use different mediums to communicate ideas and learn that expression can be varied and creative. Green Screen Adventures also showcases the children's original artwork to develop an appreciation of art. The educational goals include encouraging children to be enthusiastic about writing and reading, helping students build a foundation for writing, critical thinking, and problem solving, promoting character development as the cast demonstrates cooperation and mutual respect, and providing educators with innovative and entertaining ways to enhance student learning. In addition to academic skills, Green Screen Adventures focuses on the five C's: Creativity, Curiosity, Confidence, Citizenship, Compassion. |

| Other Matters (8 of 9) | Response |
|--|------------------------|
| Program Title | Mad About (11.2) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays from 10-11am |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 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. | Mad About is a half hour sketch- comedy/ variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improve, animation and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. |
|--|--|

| Other Matters (9 of 9) | Response |
|--|--|
| Program Title | Edgemont |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays from 10-10:30am |
| 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. | 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 and moral choices. 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. |

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>WPXI, Inc.</p> |

Attachments

No Attachments.