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January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-136610** | Submit Date: **01/07/2013** | Call Sign: **WFLA-TV** | Facility ID: **64592** | City: **TAMPA** | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/07/2013** | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2012

General Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Tampa-St.Pete-Sarasota
	Web Home Page Address	www.wfla.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:	6.0
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(16)

Digital Core Program (1 of 16)	Response
Program Title	NOODLE & DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 10 - 10:30 AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 16)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30-11 AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 a house with their off-screen mother and father. They reside primarily in their bedroom, a dormitory of sorts, where they complete their nighttime routine of brushing teeth and conversing quietly before falling 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 social/emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced throughout the adventure. The children return home in time to get ample rest, confident about facing their issues when they awaken the following day.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 16)	Response

Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 11 - 11:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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, based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). 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, a 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 - for these activities always lead to enjoyment and adventure.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 16)	**Response**
Program Title	JUSTIN TIME

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS @ 11:30 - 12 NOON
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 a 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, providing him with an experience to help solve his problem when he returns home. Justin is accompanied by two imaginary friends throughout his adventures; Olive, a knowledgeable playmate, and Squidgy, the morphing flying sponge, who provides commentary and comedy along the way. Some examples of Justin's lessons involve learning that it takes focus to achieve success, our failures 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 an alternative way to achieve your goal. Justin promotes 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

Digital Core Program (5 of 16)	**Response**
Program Title	LAZYTOWN
Origination	Network

Days/Times Program Regularly Scheduled	SUNDAYS @ 7 - 7:30 AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 16)	**Response**
Program Title	THE WIGGLES
Origination	Network

Days/Times Program Regularly Scheduled	SUNDAYS @ 7:30 - 8:00 AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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 offer 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) as well as a pirate, Captain Feathersword; the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. Featuring dancing and occasional guest artists the Wiggles provides a plethora of visual interest for the viewer, while presenting the lessons in an easily understandable and developmentally appropriate manner for the preschool child.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 16)	**Response**
Program Title	GREEN SCREEN ADVENTURES MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 8-8:30AM, 8:30-9AM

Total times aired at regularly scheduled time	26
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCIAL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CURIOSITY, CONFIDENCE, CITIZENSHIP, AND COMPASSION.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 16)	**Response**
Program Title	MAD ABOUT MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10-10:30AM
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.	MAD ABOUT IS A HALF HOUR SKETCH - COMEDY - VARIETY SHOW AIMED AT EDUCATING AND ENTERTAINING KIDS AGES 13 - 16. A TRUE E/I SERIES, EPISODES USE A CREATIVE MIXTURE OF HUMOR, IMPROV, 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 (9 of 16)	**Response**
Program Title	GREEN SCREEN ADVENTURES MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 8-8:30AM, 8:30-9AM
Total times aired at regularly scheduled time	26
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCIAL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CURIOSITY, CONFIDENCE, CITIZENSHIP, AND COMPASSION.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 16)	**Response**
Program Title	EDGEMONT MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30-11AM
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.	EDGEMONT IS DESIGNED TO ENTERTAIN ITS CORE TEEN AUDIENCE AND ALSO TO INFORM AND EDUCATE ITS VIEWERS ABOUT ISSUES THAT ARISE IN SCHOOL AND HOME. THE STORYLINES FOCUS ON SOCIAL AND EMOTIONAL CHALLENGES FACED BY ALL 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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 16)	**Response**
Program Title	CHILDREN TALK MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 9-9:30 AM
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children Talk is a weekly half-hour series where children talk about what they know and learn about what they don't. Featuring nationally known ventriloquist Taylor Mason, each weekly episode of Children Talk provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 16)	**Response**
Program Title	WORKFORCE MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 9:30 - 10 AM
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.	Workforce is a half-hour series designed to help young people make educated decisions about their future careers. In each episode, four teens are catapulted into a job for one day to find out firsthand what different careers are all about. With a good sense of humor and a healthy understanding of humility, these teens take on various jobs including zookeeper, plastic surgeon, private detective, city mayor, veterinarian, crane operator, farmer, web designer, juggler, butcher and everything in between.

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

Digital Core Program (13 of 16)	Response
Program Title	TRAVEL THRU HISTORY MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 - 10:30 AM
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.	Travel Thru History is designed to spark interest and enthusiasm in teens and their families to learn about our country's rich and fascinating history. The series visits diverse locales across the U.S. from Las Vegas to Key West.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 16)	Response
Program Title	SAFARI MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 - 11 AM
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.	Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 16)	**Response**
Program Title	COOKIN' WITH CUTTY MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 9 - 9:30 AM
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cookin' With Cutty promotes positive health and nutrition lifestyle choices for children and their parents. Fast-paced, high-energy segments featuring Cutty, Lisa, Blakely and the kids focus on the benefits of eating well, exercising and being tobacco free. Our mission is to encourage good health, nutrition and fitness habits to children around the world. Filmed on location throughout the beautiful Hawaiian Islands, Cookin' With Cutty informs and educates children, parents and families through the easiest learning method on earth-FUN
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 16)	**Response**
Program Title	KIDS COOKING FOR KIDS MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 9:30 - 10 AM
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.	Mike and Will are twin brothers who love to eat. Their weekly TV show is based on experiences that began when the boys were only 5 years old. They want to share their love of cooking and eating, with as many kids as possible. In each episode, Mike and Will demonstrate how to cook a particular dish, emphasizing the importance of good nutrition, kitchen safety and a healthy lifestyle.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 1:30-2PM
Total times aired at regularly scheduled time:	7
Number of Preemptions	6
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.	JACK HANNA'S ANIMAL ADVENTURES: FOLLOW JACK HANNA AS HE SPENDS TIME WITH NATURE'S CREATURES ACROSS THE CONTINENTS. JACK TALKS WITH PEOPLE THAT ARE KNOWLEDGEABLE ABOUT EACH ANIMAL AND HABITAT, TEACHING AS HE GOES. EACH EPISODE IS DESIGNED TO REVEAL TO CHILDREN THE WORLD AROUND THEM IN A WAY THAT PRESENTS POSITIVE ROLE MODELS AND PRO-SOCIAL VALUES WITHIN AN ENVIRONMENTALLY RESPONSIBLE UNIVERSE.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	11/10/12 - 4 am
Date Time	10/20/12 - 4 am
Date Time	12/15/12 - 4 am
Date Time	12/22/12 - 4 am
Date Time	12/1/12 - 4 am
Date Time	12/8/12 - 4 am
Date Time	11/17/12 - 4 am
Date Time	11/24/12 - 4 am
Date Time	10/6/12 - 4 am

Date Time	12/29/12 - 4 am
Date Time	10/27/12 - 4 am
Date Time	10/13/12 - 4 am
Date Time	additionally aired

Non-Core Educational and Informational Programming (2 of 2)	**Response**
Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5:30-6AM
Total times aired at regularly scheduled time:	13
Number of Preemptions	-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.	Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts while teaching children the importance of stewardship of our envirnment through his documented donations to conservation efforts worldwide.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	**Response**
Date Time	

Sponsored Core Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526 (e)(11)(iii)?	Yes
Name of children's programming liaison	Joyce Lueders
Address	200 South Parker Street - 4th Floor
City	Tampa
State	FL
Zip	33606
Telephone Number	813-221-5771
Email Address	jlueders@wfla.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.	1.) WFLA-TV airs PSA's of varied lengths that are designed specifically to meet the educational and informational needs of children as well as PSA's that are designed for the general audience but have messages applicable to children. 2.) WFLA-TV's Newscasts are general audience programs with educational/informational value for children: NewsChannel 8 Today (M-F) Newscasts 4:30-7AM; NewsChannel 8 at 10 M-F) 10-10:30 AM; NewsChannel 8 @ 5 (M-F) 5-5:30PM; News Channel 8 @ 5: 30 (M-F) 5:30-6PM; NewsChannel 8 @ 6 (M-Sun) 6-6:30PM; NewsChannel 8 @ 7 (M-F) 7-7:30 PM; NewsChannel 8 @ 11 (M-Sun) 11-11:30PM; NewsChannel 8 9AM News (Sat & Sun) 9-10AM; NewsChannel 8 12 PM (Sat & Sun) 12-1PM. 3.)WFLA-TV's non-broadcast efforts include the participation of our Anchors and Meteorologists as guest speakers and emcees for community groups, and as "teachers" at Bay Area Schools; and Station Tours for Scout Troops, School Classes -- ranging from Elementary through High School/Vocational Technical Schools. 4. To supplement and enhance the educational value of the network's Teen NBC programs...NBC has a website (www.nbc.com/tmyk) specifically dedicated to teens. The goals of this site are first, to create a platform for the teen community where communities for self-expression become the core of the interactive experience; second to build these communities wherever possible around the themes and ideas generated within the TNBC shows themselves; and third, to provide online resources of information and guidance around the issues that most affect teen lives. THE MORE YOU KNOW website features scripts from the award-winning public service announcements, referral information for the organizations referenced in the PSA's, a general campaign overview, and educational materials produced in connection with NBC programming. The site also includes a "feature of the month" page which addresses select TMYK topics and a list of the campaign's most recent accolades. 5.) WFLA-TV produces an annual Telethon to raise money for the All Children's Hospital (Children's Miracle Network) this year (2012) is our 29th Telethon which aired on Sunday, June 03 -- Started @ 7AM and Ended @ 6:30PM. All NBC and Local Programs are pre-empted by this Telethon. 6.) After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming: NONE

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	NOODLE & DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7:30 - 8:00 AM
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, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

Other Matters (2 of 12)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30-11AM
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.	The Pajanimals are a group of four preschool aged puppets who live together in a house with their off-screen mother and father. They reside primarily in their bedroom, a dormitory of sorts, where they complete their nighttime routine of brushing teeth and conversing quietly before falling 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 social/emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced throughout the adventure. The children return home in time to get ample rest, confident about facing their issues when they awaken the following day.

Other Matters (3 of 12)	**Response**
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11-11:30AM
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.	Poppy Cat, based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). 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, a 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 - for these activities always lead to enjoyment and adventure.

Other Matters (4 of 12)	**Response**
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30-12NOON

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 a 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, providing him with an experience to help solve his problem when he returns home. Justin is accompanied by two imaginary friends throughout his adventures; Olive, a knowledgeable playmate, and Squidgy, the morphing flying sponge, who provides commentary and comedy along the way. Some examples of Justin's lessons involve learning that it takes focus to achieve success, our failures 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 an alternative way to achieve your goal. Justin promotes self-directed learning from the young child's perspective and imagination.

Other Matters (5 of 12)	**Response**
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 7 - 7:30 AM
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.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

Other Matters (6 of 12)	Response
Program Title	THE WIGGLES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 - 10:30 AM
Total times aired at regularly scheduled time	5
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 Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offer 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) as well as a pirate, Captain Feathersword; the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. Featuring dancing and occasional guest artists the Wiggles provides a plethora of visual interest for the viewer, while presenting the lessons in an easily understandable and developmentally appropriate manner for the preschool child.

Other Matters (7 of 12)	Response
Program Title	GREEN SCREEN ADVENTURE MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 8-8:30AM, 8:30-9AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES SPARKS ENTHUSIASM FOR WRITING THROUGH AGE-APPROPRIATE SKETCH COMEDY, ORIGINAL SONGS, PUPPETRY, AND STORY THEATRE. THE STORIES ARE BASED ON THE WRITING OF ELEMENTARY SCHOOL STUDENTS, AGE 7-13. CHILDREN GET THE THE MESSAGE THAT THEIR WORDS HAVE POWER, THAT THEIR VOICES ARE BEING HEARD. OUR DIVERSE GREEN SCREEN COMPANY OF PERFORMERS AND WRITERS REINFORCE CRITICAL WRITING SKILLS AND SHARE POSITIVE SOCIAL MESSAGES. OUR EDUCATIONAL MISSION EMPASIZES THE FOUR "C"S AS WELL AS THE THREE "R"S - CURIOSITY, CONFIDENCE, CITIZENSHIP, AND COMPASSION.

Other Matters (8 of 12)	**Response**
Program Title	CHILDREN TALK MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 9 - 9:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children Talk is a weekly half-hour series where children talk about what they know and learn about what they don't. Featuring nationally known ventriloquist Taylor Mason, each weekly episode of Children Talk provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.

Other Matters (9 of 12)	**Response**
Program Title	WORKFORCE MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 9:30 - 10 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Workforce is a half-hour series designed to help young people make educated decisions about their future careers. In each episode, four teens are catapulted into a job for one day to find out firsthand what different careers are all about. With a good sense of humor and a healthy understanding of humility, these teens take on various jobs including zookeeper, plastic surgeon, private detective, city mayor, veterinarian, crane operator, farmer, web designer, juggler, butcher and everything in between.

Other Matters (10 of 12)	Response
Program Title	TRAVEL THRU HISTORY MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 - 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Travel Thru History is designed to spark interest and enthusiasm in teens and their families to learn about our country's rich and fascinating history. The series visits diverse locales across the U.S. from Las Vegas to Key West.

Other Matters (11 of 12)	Response
Program Title	SAFARI MeTV E/I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 - 11 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.

Other Matters (12 of 12)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 - 10:30
Total times aired at regularly scheduled time	8

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 doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/dancing duo of Mr. and Mrs. C...(also known as Chich'a Mom and Dad)...welcome you with open wings for fantastic adventures and dress-up fun.

Certification

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

Attachments

No Attachments.