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Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-127997** | Submit Date: **03/02/2012** | Call Sign: **WSFA** | Facility ID: **13993** | City:
MONTGOMERY | State: **AL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
03/02/2012 | Filing Status: **Active**

Report reflects information for : Third 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
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Montgomery
	Web Home Page Address	www.wsfa.com

Digital Core
Programming

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

Digital Core
Programs(12)

Digital Core Program (1 of 12)	Response
Program Title	Turbo Dogs (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:00am
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Turbo Dogs is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. Turbo Dogs Episode #TDO124 was preempted on 7/2/11 due to Wimbledon Tennis.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Turbo Dogs (WSFA Digital 12.1)
List date and time rescheduled	7/4/11, 3:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	7/2/11 / TDO124
Reason for Preemption	Sports

Digital Core Program (2 of 12)	Response
Program Title	Shelldon (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:30am
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	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 an animated series about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. Shelldon Episode #SHL003 was preempted on 7/2/11 due to Wimbledon Tennis.
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 (WSFA Digital 12.1)
List date and time rescheduled	7/5/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	7/2/11 / SHL003
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	The Magic School Bus (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:00am
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	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 a 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 is 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 them 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 7 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. The Magic School Bus Episode #MSB304 was preempted on 7/2/11 due to Wimbledon Tennis.
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 Magic School Bus (WSFA Digital 12.1)
List date and time rescheduled	7/6/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	7/2/11 / MSB304
Reason for Preemption	Sports

Digital Core Program (4 of 12)	Response
Program Title	Babar (WSFA Digital 12.1)
Origination	Network

Days/Times Program Regularly Scheduled	SA 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	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 need to resolve a dilemma that is faced by Babar, one of his friends or family members. Babar Episode #BAR113 was preempted on 7/2/11 due to Wimbledon Tennis.
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 (WSFA Digital 12.1)
List date and time rescheduled	7/7/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	7/2/11 / BAR113
Reason for Preemption	Sports

Digital Core Program (5 of 12)	Response
Program Title	Willa's Wild Life (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Willa is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets, an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the cool group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. Willa's Wild Life Episode #WIL013 was preempted on 7/2/11 due to Wimbledon Tennis. Willa's Wild Life Episode #WIL002 was preempted on 9/3/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Willa's Wild Life Episode #WIL006 was preempted on 9/10/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Willa's Wild Life Episode #WIL013 was preempted on 9/17/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Willa's Wild Life Episode #WIL007 was preempted on 9/24/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football.
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 (WSFA Digital 12.1)
List date and time rescheduled	9/30/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-24
Episode #	9/24/11 / WIL007
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life (WSFA Digital 12.1)
List date and time rescheduled	7/8/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	7/2/11 / WIL013
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wild Life (WSFA Digital 12.1)
List date and time rescheduled	9/16/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-10
Episode #	9/10/11 / WIL006
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Willa's Wild Life (WSFA Digital 12.1)
List date and time rescheduled	9/9/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-03
Episode #	9/3/11 / WIL002

Reason for Preemption	Sports
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Digital Preemption Programs #5

Questions	Response
Title of Program	Willa's Wild Life (WSFA Digital 12.1)
List date and time rescheduled	9/23/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-17
Episode #	9/17/11 / WIL013
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	Pearlie (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 Pearlle the Park Fairy by Wendy Harmer. Pearlle 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 to 8-year-old range, Pearlle focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle 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. Pearlle's nemesis and cousin, Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, Pearlle approaches 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. Pearlle Episode #PEA106 was preempted on 7/2/11 due to Wimbledon Tennis. Pearlle Episode #PEA110 was preempted on 9/3/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Was rescheduled to its 2nd home (9/5/11) but was preempted by NBC Golf; was then rescheduled to 9/6/11. Pearlle Episode #PEA101 was preempted on 9/10/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Pearlle Episode #PEA112 was preempted on 9/17/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Pearlle Episode #PEA111 was preempted on 9/24/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football.
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 (WSFA Digital 12.1)
List date and time rescheduled	7/4/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	7/2/11 / PEA106
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie (WSFA Digital 12.1)
List date and time rescheduled	9/26/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-24
Episode #	9/24/11 / PEA111
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pearlie (WSFA Digital 12.1)
List date and time rescheduled	9/6/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-03
Episode #	9/3/11 / PEA110
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pearlie (WSFA Digital 12.1)
List date and time rescheduled	9/19/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-17
Episode #	9/17/11 / PEA112
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pearlie (WSFA Digital 12.1)
List date and time rescheduled	9/12/11, 2:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-10
Episode #	9/10/11 / PEA101
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	Wild America (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled	MON 7:30am

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.	WILD AMERICA is targeted to children ages 13-16. The key educational objective of the program is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species. We expect that children viewing the program will achieve a greater understanding of nature and specific animal species because of the up-close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North American and learn to protect its natural species.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 12)	Response
Program Title	The Real Winning Edge (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled	TU 7:30am

Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Real Winning Edge seeks to expose youth to other youth who have consistently made the behavior choices that have helped them have a greater sense of internal significance and acceptance, which results in a more self-directed personality. They are more able to negotiate the challenges inherent in life. The show promotes values through engaging positive youth role models, who are introduced by celebrities in the same talent field as the youth. The celebrities reinforce the values by calling attention to these youths' qualities as they are exhibited in the program. The Real Winning Edge aired 12 out of the 13 Tuesdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	Aqua Kids Adventures (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled	WED 7:00am

Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids Adventures has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments. Aqua Kids Adventures aired 12 out of the 13 Wednesdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	Angel's Friends (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled	TH 7:00am
Total times aired at regularly scheduled time	12

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Angels Friends provides CORE programming in the areas of particular concern to young teens including social themes and coping strategies through school life of animated teen-aged angels learning to be Guardian Angels and their nemesis - The Devils - that are practicing to become Guardian Devils. Kids are taken on an inspirational journey that stirs their spirit and provides moral tools for the decisions they face in everyday life. The multi-ethnic angels serve as role models for young teen viewers as they deal with such issues as the right to say no, the meaning of heroism, bullying and other issues of particular concern to young teens. Angels Friends aired 12 out of the 13 Thursdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	Aqua Kids Adventures (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled	FR 7:00am
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids Adventures has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments. Aqua Kids Adventures aired 13 out of the 14 Fridays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	Ariel & Zoey, Eli Too (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled	FR 7:30am
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.	Ariel & Zoey, Eli, Too provides CORE programming in the areas of music, art & history. The hosts introduce the viewers to people who have accomplished great things and have positive messages for kids. The central theme of the show is to empower children to accomplish their goals and dreams. There is always a focus on important life lessons - treating others with respect and kindness. The program brings in musicians, artists and others at the top of their field who share life lessons with the audience. Ariel & Zoey, Eli Too aired 13 out of the 14 Fridays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)	Response
Program Title	Mustard Pancakes (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled:	MON 7:00am
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving puppets. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr., D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtneys home is warm, friendly and inviting. A Cozy place where all children feel comfortable hanging out, singing songs and hearing stories. Mustard Pancakes serves childrens social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society.
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		

Non-Core Educational and Informational Programming (2 of 3)

	Response
Program Title	BETA Records (WSFA 12.2/RTV)
Origination	Network
Days/Times Program Regularly Scheduled:	WED 7:30am
Total times aired at regularly scheduled time:	12
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major & indie artist interviews, tutorials and how-to's, producer and music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. BETA Records aired 12 out of the 13 Wednesdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
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		

Non-Core Educational and Informational Programming (3 of 3)

	Response
Program Title	Mustard Pancakes (WSFA 12.2/RTV)

Origination	Network
Days/Times Program Regularly Scheduled:	TH 7:30am
Total times aired at regularly scheduled time:	12
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving puppets. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr., D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Courtneys home is warm, friendly and inviting. A Cozy place where all children feel comfortable hanging out, singing songs and hearing stories. Mustard Pancakes serves childrens social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program children learn by example, acquiring the tools necessary to help them to be responsible members of society. Mustard Pancakes aired 12 out of the 13 Thursdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11.
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
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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)?	No
Name of children's programming liaison	Mark Wilder
Address	12 E. Delano Ave.
City	Montgomery
State	AL
Zip	36105
Telephone Number	(334) 288-1212
Email Address	mwilder@wsfa.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>Amendment Filed 3/2/2012: On February 20, 2012 we discovered that our PSA publicizing the existence and location of the Children's Television Programming Report (FCC 398) had inadvertently been replaced in the on-air rotation with another PSA. We are filing this amended report to accurately reflect in #15 above that the Children's PSA did not run during the quarter. Beginning 3/2/2012 and going forward, we will periodically check the video record of our on-air broadcasts to insure that the PSA is airing as scheduled. Our original 3rd Quarter 2011 FCC 398 Report was filed timely on 10/7/2011. Turbo Dogs Episode #TDO124 was preempted on 7/2/11 due to Wimbledon Tennis. Sheldon Episode #SHL003 was preempted on 7/2/11 due to Wimbledon Tennis. The Magic School Bus Episode #MSB304 was preempted on 7/2/11 due to Wimbledon Tennis. Babar Episode #BAR113 was preempted on 7/2/11 due to Wimbledon Tennis. Willa's Wild Life Episode #WIL013 was preempted on 7/2/11 due to Wimbledon Tennis. Willa's Wild Life Episode #WIL002 was preempted on 9/3/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Willa's Wild Life Episode #WIL006 was preempted on 9/10/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Willa's Wild Life Episode #WIL013 was preempted on 9/17/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Willa's Wild Life Episode #WIL007 was preempted on 9/24/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Pearlie Episode #PEA106 was preempted on 7/2/11 due to Wimbledon Tennis. Pearlie Episode #PEA110 was preempted on 9/3/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Was rescheduled to its 2nd home (9/5/11) but was preempted by NBC Golf; was then rescheduled to 9/6/11. Pearlie Episode #PEA101 was preempted on 9/10/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Pearlie Episode #PEA112 was preempted on 9/17/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. Pearlie Episode #PEA111 was preempted on 9/24/11 due to sports programming, Tide & Tigers Today, WSFA's statewide coverage of college football. The Real Winning Edge aired 12 out of the 13 Tuesdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11. Aqua Kids Adventures aired 12 out of the 13 Wednesdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11. Angels Friends aired 12 out of the 13 Thursdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11. Aqua Kids Adventures aired 13 out of the 14 Fridays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective 10/1/11. In #12 (Non-Core), Program #2, BETA Records, aired 12 out of the 13 Wednesdays in the quarter due to the fact that WSFA's contract with RTV ended on Monday, 9/26/11 at 8:00am, at which time we transitioned to Bounce TV whose children's programming airs on Saturdays, effective</p>
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Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Turbo Dogs (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:00am
Total times aired at regularly scheduled time	14
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.	Turbo Dogs is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Other Matters (2 of 12)	Response
Program Title	Shelldon (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:30am
Total times aired at regularly scheduled time	14
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 an animated series about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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Other Matters (3 of 12)	Response
Program Title	The Magic School Bus (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:00am
Total times aired at regularly scheduled time	14
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 a 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 them 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 7 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 (4 of 12)	Response
Program Title	Babar (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:30am
Total times aired at regularly scheduled time	14
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 need to resolve a dilemma that is faced by Babar, one of his friends or family members.

Other Matters (5 of 12)	Response
Program Title	Willa's Wild Life (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	14
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.	Willa is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets, an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the cool group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Other Matters (6 of 12)	Response
Program Title	Pearlie (WSFA Digital 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am

Total times aired at regularly scheduled time	14
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 to 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, Pearlie approaches 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 (7 of 12)	Response
Program Title	Real Life 101 (WSFA 12.2/BOUNCE TV)
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:00am
Total times aired at regularly scheduled time	14
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series young audience.

Other Matters (8 of 12)	Response
Program Title	Ultimate Choice (WSFA 12.2/BOUNCE TV)
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:30am
Total times aired at regularly scheduled time	14
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.	Ultimate Choice provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the physical and moral issues through the subjects explored and discussed on this television series. In each of the episodes within this series, eight teens, who have just finished an extreme adventure that brought them face-to-face with challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control.

Other Matters (9 of 12)	Response
Program Title	Animal Atlas (WSFA 12.2/BOUNCE TV)
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	14
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 Atlas is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

Other Matters (10 of 12)	Response
Program Title	Safari Tracks (WSFA 12.2/BOUNCE TV)
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	14

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 Tracks is an exciting, entertaining, FCC and advertiser friendly series of half-hour programs focused entirely on African wildlife. Each show explores the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the shows young South African host, Safari Tracks takes the viewer to the brushlands of the savanna, the great Okavango, the remote beaches of Madagascar, and the greatest game reserves in Africa -- all with the goal of entertaining and educating young viewers.

Other Matters (11 of 12)	Response
Program Title	Teen Kids News (WSFA 12.2/BOUNCE TV)
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News meets FCC requirements for core childrens programming by producing each week educational features such as, College and You tips for choosing and getting into college), and Word, (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience.

Other Matters (12 of 12)	Response
Program Title	Teen Kids News (WSFA 12.2/BOUNCE TV)
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:30am
Total times aired at regularly scheduled time	14

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News meets FCC requirements for core childrens programming by producing each week educational features such as, College and You tips for choosing and getting into college), and Word, (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience.

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>WSFA License Subsidiary, LLC</p>

Attachments

No Attachments.