



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0021268263** | File Number: **CPR-127409** | Submit Date: **01/10/2012** | Call Sign: **WWMT** | Facility ID: **74195** | City:
KALAMAZOO | State: **MI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2012 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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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	CBS
	Nielsen DMA	Grand Rapids-Kalaz-Battle Crk
	Web Home Page Address	www.wwmt.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(8)

Digital Core Program (1 of 8)	Response
Program Title	DOODLEBOPS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am,7:30am-8:00am ET
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	BUSYTOWN MYSTERIES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00am-8:30am,8:30am-9:00am ET
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 8)	Response
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Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:00am-11:30am ET
Total times aired at regularly scheduled time	14
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	HORSELAND

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30am-12:00pm ET
Total times aired at regularly scheduled time	14
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 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Horseland is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	Magi-Nation
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am,7:30am-8:00am ET
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. In an enticing new world filled with excitement, mystery, and danger, Magi Nation addresses the viewers' ability to access information on the Internet, and how to make use of that information. . Tony, Edyn and Strag along with their human and decidedly non-human colleagues model their successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the dire dilemmas in which they find themselves. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	Animal Atlas
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays/7:00am-7:30am ET
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas broadens the knowledge and perspective of young viewers through a friendly and fascinating presentation of information about the animal world. The series uses humor, natural visuals, and an everyday attitude to reach the minds of its target group of 13-16-year olds. It combines life sciences, biological sciences and thinking skills, along with beautiful photography provide viewers with life science concepts, animal classification information and the anatomy and physiology of animals. By taking the viewer around the biomes of the world, it merges fascination with the animal world into a greater understanding of the relationship between the branches of the animal kingdom. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	Edgemont
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays/7:30am-8:00am,8:00am-8:30am,8:30am-9:00am ET
Total times aired at regularly scheduled time	39
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 a television program designed for middle and high school students aged 13-16 years-old. The series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each episode generally focuses on the children's activities at AC McKinley Secondary School. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Edgemont
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays/9:00am-9:30am,9:30am-10:00am ET
Total times aired at regularly scheduled time	10
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is a television program designed for middle and high school students aged 13-16 years-old. The series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each episode generally focuses on the children's activities at AC McKinley Secondary School. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. This program aired on the secondary digital stream, WWMTDT2, channel 8.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core
Educational and
Informational
Programming (0)

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Susan Abraham
Address	590 West Maple Street
City	Kalamazoo
State	MI
Zip	49008
Telephone Number	269-388-3454
Email Address	sabraham@sbgnet.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.	Over 250 PSAs relating to scouting, literacy, pet adoption and children's asthma, for example, aired on both WWMT & WWMTDT2 combined. One of our weathermen gave a presentation to a cub scout pack, and also spoke at a local elementary school. The station promoted the Toys for Tots campaign and seved as a drop-off location for donations.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	DOODLEBOPS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am,7:30am-8:00am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program will air on the main digital stream.

Other Matters (2 of 7)	Response
Program Title	BUSYTOWN MYSTERIES
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00am-8:30am,8:30am-9:00am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program will air on the main digital stream.
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Other Matters (3 of 7)	Response
Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:00am-11:30am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. This program will air on the main digital stream.

Other Matters (4 of 7)	Response
Program Title	HORSELAND
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30am-12:00pm ET

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 7)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00am-7:30am,7:30am-8:00am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. In an enticing new world filled with excitement, mystery, and danger, Magi Nation addresses the viewers' ability to access information on the Internet, and how to make use of that information. . Tony, Edyn and Strag along with their human and decidedly non-human colleagues model their successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the dire dilemmas in which they find themselves.

Other Matters (6 of 7)	Response
Program Title	Animal Atlas
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays/7:00am-7:30am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (7 of 7)	
	Response
Program Title	Edgemont
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/7:30am-8:00am,8:00am-8:30am,8:30am-9:00am ET
Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is a television program designed for middle and high school students aged 13-16 years-old. The series depicts the everyday lives of teenagers in the fictitious suburban town of Edgemont. Each episode generally focuses on the children's activities at AC McKinley Secondary School. Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way. This program will air on the secondary digital stream, WWMTDT2, channel 8.2.
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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>Freedom Broadcasting of Michigan Licensee, L.L. C.</p>

Attachments

No Attachments.