



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-157357** | Submit Date: **07/09/2014** | Call Sign: **WMC-TV** | Facility ID: **19184** |

City: **MEMPHIS** | State: **TN**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

07/09/2014 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2014**

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 | Memphis |
| | Web Home Page Address | www.wmctv.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 | 336.0 |
| 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(13)

| Digital Core Program (1 of 13) | Response |
|--|--|
| Program Title | Justin Time; Channel 5.1 (WMC Primary) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat, 4/5-6/28/14 @ 10:00 am |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 13 |
| Number of Preemptions | 2 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 2 |
| 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 |

| Questions | Response |
|--|--|
| Title of Program | Justin Time; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/22 @ 11a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/7 #JTM123 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--|
| Title of Program | Justin Time; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 4/12 @ 12n |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 4/5 #JTM115 |
| Reason for Preemption | Sports |

| Digital Core Program (2 of 13) | | Response |
|--|--|----------|
| Program Title | Tree Fu Tom; Channel 5.1 (WMC Primary) | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Sat, 4/5-6/28/14 @ 10:30 am | |
| Total times aired at regularly scheduled time | 11 | |
| Total times aired | 13 | |
| Number of Preemptions | 2 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 2 | |

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

Digital Preemption Programs #1

| Questions | Response |
|--|--|
| Title of Program | Tree Fu Tom; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 4/12 @ 12:30p |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 4/5 #TFT116 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--|
| Title of Program | Tree Fu Tom; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/22 @ 11:30a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/7 #TFT125 |

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|-----------------------|--------|
| Reason for Preemption | Sports |
|-----------------------|--------|

| Digital Core Program (3 of 13) | Response |
|--|--|
| Program Title | Lazytown; Channel 5.1 (WMC Primary) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat, 4/5-6/28/14 @ 11:00 am |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 4 |
| 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 citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|-------------------------------------|
| Title of Program | Lazytown; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/22 @ 12n |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/7 #LZT312 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|-------------------------------------|
| Title of Program | Lazytown; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 5/31 @ 9a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |

| | |
|-----------------------|--------------|
| Episode # | 5/31 #LZT311 |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|-------------------------------------|
| Title of Program | Lazytown; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 4/12 @ 1p |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 4/5 #LZT308 |
| Reason for Preemption | Sports |

Digital Preemption Programs #4

| Questions | Response |
|--|-------------------------------------|
| Title of Program | Lazytown; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/14 @ 9a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/14 #LZT301 |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 13) | Response |
|---|--------------------------------|
| Program Title | Zou; Channel 5.1 (WMC Primary) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat, 4/5-6/28/14 @ 11:30 am |
| Total times aired at regularly scheduled time | 6 |
| Total times aired | 13 |
| Number of Preemptions | 7 |

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|--|---|
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 7 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Zou" is a French series based on the Zou books by Michel Gay. Targeted for children age 2-5, each episode explores the kind of learning issues that emerge from everyday encounters in the life of a preschool child. If Zou plays his drums too loud, how can he learn to play them softly? If Zou wants a car, but has only a cardboard box, how can he transform it? If Zou lost his friend's favorite airplane, how does he explain? How can Zou be successful at baking a cake if he has never done it before? How can Zou muster the courage to go to the doctor when he's afraid of injections? These are big issues in the mind and life of a preschool child and Zou demonstrates how to have fun, ask for help, listen to advice, and try differnt solutions until he can commit to the strategy that works. The show says it, shows it, and does it, in the embedded and naturally occuring lesson within each episode. |
| 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 | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 5/3 @ 9:30a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 5/3 #ZOU106 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--------------------------------|
| Title of Program | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/22 @ 12:30p |
| Is the rescheduled date the second home? | Yes |

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|--|-------------|
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/7 #Zou110 |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|--------------------------------|
| Title of Program | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 4/19 @ 9:30a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 4/19 #ZOU103 |
| Reason for Preemption | Sports |

Digital Preemption Programs #4

| Questions | Response |
|--|--------------------------------|
| Title of Program | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/14 @ 9:30a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/14 #ZOU111 |
| Reason for Preemption | Sports |

Digital Preemption Programs #5

| Questions | Response |
|--|--------------------------------|
| Title of Program | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 4/13 @ 11a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 4/5 #ZOU101 |
| Reason for Preemption | Sports |

Digital Preemption Programs #6

| Questions | Response |
|--------------------------------|--------------------------------|
| Title of Program | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 4/26 @ 9:30a |

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|--|--------------|
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 4/26 #ZOU105 |
| Reason for Preemption | Sports |

Digital Preemption Programs #7

| Questions | Response |
|--|--------------------------------|
| Title of Program | Zou; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 5/31 @ 9:30a |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 5/31 #ZOU109 |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 13) | Response |
|--|---|
| Program Title | The Chica Show; Channel 5.1 (WMC Primary) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday, 4/6-6/29/14, 10:00 am |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 13 |
| Number of Preemptions | 2 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 2 |
| Length of Program | 30 mins |

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|--|--|
| 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 Chica Show features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy-eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure--a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socioemotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Preemption Programs #1

| Questions | Response |
|--|---|
| Title of Program | The Chica Show; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/22 @ 1p |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/7 #TCS209 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|---|
| Title of Program | The Chica Show; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 5/10 @ 12n |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 5/11 #TCS113 |
| Reason for Preemption | Sports |

| | |
|--|---|
| Program Title | Noodle & Doodle; Channel 5.1 (WMC Primary) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays, 4/6-6/29/14, 10:30 am |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 13 |
| Number of Preemptions | 2 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 2 |
| 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. | All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! Have fun learning to cook new and exciting recipes! Then, using recycled materials from the recipe, make fun and exciting crafts for you and your child. Join Doggity and friends as they cook up another special treat! |
| 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 | Noodle & Doodle; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 6/22 @ 1:30p |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |
| Episode # | 6/7 # |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--|
| Title of Program | Noodle & Doodle; Channel 5.1 (WMC Primary) |
| List date and time rescheduled | 5/10 @ 12:30p |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |

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|-----------------------|--------------|
| Date Preempted | |
| Episode # | 5/11 #NAD125 |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 13) | Response |
|--|---|
| Program Title | Animal Atlas; Channel 5.3 (ThisTV) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sun, 4/6-6/29/14 @ 9 & 9:30 am |
| 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 | 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. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (8 of 13) | | Response |
|--|--|---|
| Program Title | | Zoo Clues; Channel 5.3 (ThisTV) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Sun, 4/6-6/29/14 @ 10 & 10:30 am |
| 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 | | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (9 of 13) | | Response |
|--|--|-----------------------------------|
| Program Title | | On the Spot; Channel 5.3 (ThisTV) |
| Origination | | Local |
| Days/Times Program Regularly Scheduled | | Sun, 4/6-6/29/14 @ 11 & 11:30 am |

| | |
|--|--|
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On the Spot is a 30-minute E/I program for teens ages 13+ that was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. On the Spot uses an entertaining, man on-the-street format to test how well young people know the information that they learn in school. On the Spot then explains the answer to each question so viewers not only know the answer, but understand it too. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (10 of 13) | | Response |
|--|--|-------------------------------------|
| Program Title | | Culture Click; Channel 5.2 (Bounce) |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Sat, 4/5-6/28/14 @ 9:00 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. | This series explores the genesis and reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake opens each week with a list of what's trending on the web that week, which serves as a jumping-off point for a deep-dive into the culture that shapes us. The web is just the starting point for Nzinga in her quest for knowledge. Culture Click is a highly interactive journey that evokes curiosity about our world. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 13) | Response |
|--|---|
| Program Title | Animal Atlas; Channel 5.2 (Bounce) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat, 4/5-6/28/14 @ 9:30 & 10 am |
| 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 | 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. |

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

| Digital Core Program (12 of 13) | Response |
|--|---|
| Program Title | Safari Tracks; Channel 5.2 (Bounce) |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat, 4/5-6/28/14 @ 10:30 |
| 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 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 show's 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. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (13 of 13) | Response |
|---------------------------------|-------------------------------------|
| Program Title | Teen Kid News; Channel 5.2 (Bounce) |

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|--|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sun, 4/6-6/29/14 @ 9 & 9:30 am |
| 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 | 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 children's 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 13-16 olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms. |
| 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 | Terry L. Kubicki |
| Address | 1960 Union Avenue |
| City | Memphis |
| State | TN |
| Zip | 38104 |
| Telephone Number | 901.726.0501 |
| Email Address | tkubicki@wmctv.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. | |

Other Matters (3)

| Other Matters (1 of 3) | Response |
|--|--|
| Program Title | Justin Time; Channel 5.1 (WMC Primary) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat, 7/5-9/27/14, 10:00 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. | 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 (2 of 3) | Response |
|---|--|
| Program Title | Tree Fu Tom; Channel 5.1 (WMC Primary) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat, 7/5-9/27/14, 10:30 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. | TREE FU TOM is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind him home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socioemotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal. |
|--|---|

| Other Matters (3 of 3) | Response |
|--|--|
| Program Title | Lazytown; Channel 5.1 (WMC Primary) |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat, 7/5-9/27/14, 11:00 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. | The citizens of Lazytown learn the importance of things like eating right and exercising from the ultra-athletic superhero, Sportucus, who must stop the evil plots of Robbie Rotten, who hates physical activity, among other things. |

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>WMC License Subsidiary, LLC</p> |

Attachments

No Attachments.