



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0004284899** | File Number: **CPR-119466** | Submit Date: **04/08/2011** | Call Sign: **WAWV-TV** | Facility ID: **65247**  
City: **TERRE HAUTE** | State: **IN**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/08/2011** | Filing Status: **Active**

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## Report reflects information for : First 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 |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**Children's  
Television  
Information**

| Section      | Question              | Response               |
|--------------|-----------------------|------------------------|
| Station Type | Station Type          | Network Affiliation    |
|              | Affiliated network    | Fox                    |
|              | Nielsen DMA           | Terre Haute            |
|              | Web Home Page Address | www.mywabashvalley.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  | 4.0      |
| 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  | 0.0      |
| 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:  | 0.0      |
| 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(4)**

| Digital Core Program (1 of 4)  | Response   |
|--|--|
| Program Title  | Wild About Animals   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday & Sunday 7:00 a.m. (01/01/11 - 03/27/11)  |
| 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. | <p>WILD ABOUT ANIMALS is a half-hour weekly animal magazine series. The show is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. This series is produced for children 16 and under (specific target audience is 13-16). As the producers of WILD ABOUT ANIMALS, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four (4) different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.</p> |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| <b>Digital Core Program (2 of 4)</b>   |  | <b>Response</b> |
|--|--|-----------------|
| Program Title  | Awesome Adventures   |                 |
| Origination  | Syndicated   |                 |
| Days/Times Program Regularly Scheduled   | Saturday & Sunday 7:30 a.m. (01/01/11 - 03/27/11)  |                 |
| 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. | AWESOME ADVENTURES is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic, but rather, the goal is to make the learning fun. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides. |                 |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |                 |

| <b>Digital Core Program (3 of 4)</b> |            | <b>Response</b> |
|--------------------------------------|------------|-----------------|
| Program Title                        | WHADDYADO? |                 |
| Origination                          | Syndicated |                 |

|  |   |
|--|---|
| Days/Times Program Regularly Scheduled   | Saturday & Sunday 8:00 a.m. (01/01/11 - 03/27/11)   |
| 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. | WHADDYADO is a half-hour weekly educational series designed to educate, inform, inspire, and entertain children 16 & under (specific target audience is 13 to 16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, WHADDYADO provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions some episodes will feature a Moral Dilemma segment. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

**Digital Core Program (4 of 4)**

**Response**

|               |            |
|---------------|------------|
| Program Title | Pets.TV    |
| Origination   | Syndicated |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | Sunday 8:30 a.m. (01/02/11 - 03/27/11)   |
| 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. | <p>Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.</p> |
| 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  | Lois Mathes            |
| Address   | 10849 N. US Highway 41 |
| City  | Farmersburg            |
| State   | IN                     |
| Zip   | 47850                  |
| Telephone Number  | 812.238.3838           |
| Email Address   | business@wfxw.tv       |
| 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 (5)**

| <b>Other Matters (1 of 5)</b>  | <b>Response</b>   |
|--|---|
| Program Title  | Wild About Animals  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturday and Sunday 7:00 a.m. (04/02/11 - 06/26/11)   |
| Total times aired at regularly scheduled time  | 26  |
| 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. | WILD ABOUT ANIMALS is a half-hour weekly animal magazine series. The show is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. This series is produced for children 16 and under (specific target audience is 13-16). As the producers of WILD ABOUT ANIMALS, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four (4) different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides. |

| <b>Other Matters (2 of 5)</b>                 | <b>Response</b>                                     |
|---|---|
| Program Title                                 | Awesome Adventures                                  |
| Origination                                   | Syndicated  |
| Days/Times Program Regularly Scheduled        | Saturday and Sunday 7:30 a.m. (04/02/11 - 06/26/11) |
| Total times aired at regularly scheduled time | 26  |
| 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. | AWESOME ADVENTURES is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic, but rather, the goal is to make the learning fun. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides. |
|--|--|

**Other Matters (3 of 5)**

**Response**

|               |            |
|---------------|------------|
| Program Title | WHADDYADO? |
|---------------|------------|

|             |            |
|-------------|------------|
| Origination | Syndicated |
|-------------|------------|

|  |   |
|--|---|
| Days/Times Program Regularly Scheduled | Saturday and Sunday 8:00 a.m. (04/02/11 - 06/26/11) |
|--|---|

|   |    |
|---|----|
| Total times aired at regularly scheduled time | 26 |
|---|----|

|                   |         |
|-------------------|---------|
| 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. | WHADDYADO is a half-hour weekly educational series designed to educate, inform, inspire, and entertain children 16 & under (specific target audience is 13 to 16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, WHADDYADO provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make right decisions some episodes will feature a Moral Dilemma segment. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides. |
|--|---|

**Other Matters (4 of 5)**

**Response**

|               |         |
|---------------|---------|
| Program Title | Pets.TV |
|---------------|---------|

|             |            |
|-------------|------------|
| Origination | Syndicated |
|-------------|------------|

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled | Sunday 8:30 a.m. (04/03/11 - 06/26/11) |
|--|--|

|  |   |
|--|---|
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. The program is regularly scheduled and airs between the hours of 7:00 a.m. and 10:00 p.m. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 - 16 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides. |

| <b>Other Matters (5 of 5)</b>  |   |
|--|---|
|  | <b>Response</b>   |
| Program Title  | This Week in Baseball   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 12:00 p.m. (04/02/11 - 06/25/11)   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "This Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides. |

**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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>Mission Broadcasting, Inc.</b></p> |

## Attachments

No Attachments.