



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0021937883** | File Number: **CPR-123804** | Submit Date: **10/05/2011** | Call Sign: **WDBD** | Facility ID: **71326** | City:
JACKSON | State: **MS**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/05/2011 | 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	Fox
	Nielsen DMA	Jackson MS
	Web Home Page Address	www.my601.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?	No

Digital Core
Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	9th Period
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7am
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.	9th Period is a weekly half-hour drama series for teens that teaches positive consequences of thought and action when combined with friendship's effective influences. This series is comprised of three friends who meet every day after school to discuss the day's events. Their exchanges are witty and on par with the subject matter of the social interaction that today's children experience. These three friends are more than friends, they are amateur sleuths. Each show presents a mystery that the children solve by the end of that show. Problem solving, working together toward a common goal, ethics, and morals are conveyed through the thoughts, words, and actions of these three characters: Peyton, Connor, and Meg. Every child will see him/herself in these characters. Peyton, Connor, and Meg share their daily trials and triumphs as they face the following together: bullies-both cyberspace and in your face- thievery, learning difficulties, family conflicts, adversity in and out of the classroom, homelessness, hidden agendas in places as small as the schoolyard to their favorite restaurant, and as large as the town itself. Children will see their worlds mirrored on the small screen. They will also observe alternative ways to handle stress, learning difficulties, and the variety of endless manners that the group mentality, when positively united, can spread good in the world.
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	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am // 8:00am
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.	Jack Hanna, popular host of the hit television series, Jack Hanna's Animal Adventures, is one of America's most beloved naturalists and adventurers. Each week, Hanna takes millions of family viewers on exciting journeys to learn about animals and the places they live. What makes the series a success to a broad segment of viewers is Hanna's enthusiasm and wonderment with every new creature and experience he encounters. No intellectual pomp or indifference. Jack Hanna is "every person's" television zoologist.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am
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.	Awesome Adventures is designed to educate, inform and entertain children 13 to 16 in a lesson 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.
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	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00am
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	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 behavioral choices that have helped them to have a greater sense of internal significance and acceptance, which results in a more self directed stable personality. They are more able to negotiate the "challenges" inherent in life. The youth who are chosen to be profiled on the series are chosen for their adoption of pro-social values and principles that have become the ethos of their behavior. Thus the characteristics demonstrated by the stories of these youth give rise to adherence to these sound choices that have given them "the real winning edge" in life, such as the following: discovering where their talents lie, and their pursuit of developing that "gift", developing an appreciation for honesty as a fundamental part of social responsibility to others. Youth interviews demonstrate a real sense of compassion and concern for other people no matter what the person's station in life might be. Developing a sense of self discipline by learning to balance school work with social activities, friends and developing their sense of mission and purpose in life. Developing a sense of internal acceptance that allows them to stand against activities that can hurt themselves as well as others, such as substance abuse, violence, promiscuous sex, etc. The Real Winning Edge promotes the values through these very 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.
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		In The Zone Presents
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 11:30am
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.		Earvin "Magic" Johnson [retired Los Angeles Lakers point guard] along with his friends [Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, Jimmy Connors, Mike Schmidt and many more] teach kids of all ages the importance of conditioning, exercise, nutrition and education, both on and off the court. The show will feature all sports not just basketball. In the Zone Presents shows kids that with dedication and the right attitude, they have the ability to make a difference.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (6 of 8)	Response
Program Title	Edgemont High
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00pm // 12:30pm
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.	Edgemont High is a television series originally produced by Canada's public broadcaster, CBC, for teenage viewers. Each 30-minute episode portrays the everyday lives of students of the AC McKinley Secondary School in the fictitious suburban town of Edgemont. The series is designed to entertain its youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The programs illustrate the possible consequences of choices that these viewers may face, and these outcomes provide life lessons that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (7 of 8)	Response
Program Title	Pets.TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
Total times aired at regularly scheduled time	1
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.	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 the animals to the viewer's 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 answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and 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.

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 8)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:30am
Total times aired at regularly scheduled time	1
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 series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

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**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	Donald Loy
Address	One Great Place
City	Jackson
State	MS
Zip	39209
Telephone Number	601 922 1234
Email Address	donloy@fox40tv.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 (6)

Other Matters (1 of 6)	Response
Program Title	Pets.TV
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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>Jackson Broadcasting LLC</p>

Attachments

No Attachments.