



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0014361083** | File Number: **CPR-124182** | Submit Date: **10/06/2011** | Call Sign: **WPXI** | Facility ID: **73910** | City:
PITTSBURGH | State: **PA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/06/2011 | 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	NBC
	Nielsen DMA	Pittsburgh
	Web Home Page Address	www.wpxi.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:	5.0
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(7)

Digital Core Program (1 of 7)		Response
Program Title		Shelldon
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 10:30am
Total times aired at regularly scheduled time		12
Total times aired		13
Number of Preemptions		1
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		1
Length of Program		30 mins
Age of Target Child Audience		6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Shelldon is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Preemption Programs #1

Questions		Response
Title of Program		Shelldon
List date and time rescheduled		7/2/11 @ 7:30am
Is the rescheduled date the second home?		No
Were promotional efforts made to notify the public of rescheduled date and time?		Yes
Date Preempted		2011-07-02
Episode #		
Reason for Preemption		Sports

Digital Core Program (2 of 7)		Response
Program Title		Magic School Bus
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 11am

Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.
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	Magic School Bus
List date and time rescheduled	7/2/11 @ 8am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	

Reason for Preemption	Sports
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Digital Core Program (3 of 7)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the needs to resolve a dilemma that is faced by Babar, one of his friends or family members.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Babar
List date and time rescheduled	7/2/11 @ 8:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02

Episode #	
Reason for Preemption	Sports

Digital Core Program (4 of 7)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ noon
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What kid hasnt brought home a stray dog, baby bird or a firefly in a jar? Willa, thats who. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, theres barely room in Willas room for Willa! From the Creator of Oswald, Willas Wild Life is an enchanting series about a little girls unique home life that is sure to keep you in stitches and warm your heart. Willas Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. When theres a Willa there is a way!
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	7/3/11 @ 8am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 7)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30pm
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	7/3/11 @ 8:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 7)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 1pm
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In each episode, canine heroes Dash, Mags, GT, Strut, Stinkbert and Clutch will take kids on a high-speed racing adventure with an emphasis on friendship and teamwork. TCo-produced by CCI Ent., and animated by Huhu Studios, Turbo Dogs is based on the Racer Dogs book by Bob Kolar. The action is set in the town of Racerville, where a wacky, canine-based community shares a passion for motor sports. The series will aim to expose kids to the concepts of direction, distance and time, while reinforcing the importance of cooperation and fair play.
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	Turbo Dogs
List date and time rescheduled	7/2/11 @ 7am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 7)	Response
Program Title	Green Screen Adventures (11.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays from 8-11am & Sundays from 8-10am
Total times aired at regularly scheduled time	129
Total times aired	130
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	7 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures features stories and drawings by students in second through eighth grade, using sketch comedy, story theatre, game shows, original songs, puppetry and more. An ensemble then takes these submissions and brings the stories to life with green screen as the back drop for the subject. This allows children to use different mediums to communicate ideas and learn that expression can be varied and creative. Green Screen Adventures also showcases the children's original artwork to develop an appreciation of art. The educational goals include encouraging children to be enthusiastic about writing and reading, helping students build a foundation for writing, critical thinking, and problem solving, promoting character development as the cast demonstrates cooperation and mutual respect, and providing educators with innovative and entertaining ways to enhance student learning. In addition to academic skills, Green Screen Adventures focuses on the five C's: Creativity, Curiosity, Confidence, Citizenship, Compassion.
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	Green Screen Adventures (11.2)
List date and time rescheduled	7/23 @ 11am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-07-23
Episode #	7/23/11 @ 8am
Reason for Preemption	Other

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	Kimberly Connolly
Address	4145 Evergreen Road
City	Pittsburgh
State	PA
Zip	15214
Telephone Number	412-237-1183
Email Address	kconnolly@wpxi.com

<p>Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.</p>	<p>1) WPXI ran crawls (on the week prior to sporting events/local programming events) letting viewers about the kids programming second homes as the line up would change on those days because of Sports/local programming. 2) WPXI airs public service announcements that address, but are not limited to, the following topic categories: Children's Safety, Children's Educational Issues, Children's Health/Fitness, Drugs/Alcohol and Environment. These PSA's air quarterly. 3) WPXI airs local news and public affairs programming that contribute to children's educational and information needs, but are not limited to, the following topic categories: Education, Youth/Family and Health. 4) The Children's Television Act and the FCC's rules require that programming targeting children ages twelve and under may not contain more than 10.5 minutes of total commercial matter per clock hour on weekends and no more than 12.0 minutes of total commercial matter per clock hour on weekdays. In addition, children's programming may not direct viewers to an Internet website unless the website offers a substantial amount of bona fide program-related or other non-commercial content; the website is not designed "primarily" for commercial purposes (that is, e-commerce or advertising); the website's home page and other menu pages clearly distinguish between the website's commercial and noncommercial sections; and, the website page to which viewers are directed is not used for e-commerce, advertising, or other commercial purposes (that is, the page has no links labeled "store" or direct links to other pages with commercial material). Finally, neither children's programming nor commercials aired during children's programming may display Internet website addresses that direct viewers to Internet websites that utilize a program's characters to advertise, promote, or sell products or services. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies as follows: (i) the only programs specifically designed for children ages twelve and under that the station broadcast this quarter are disclosed in this report and (ii) the licensee fully complied with the FCC's commercial limits with respect to these programs. 5) On 6/12/2009 WPXI terminated analog operations therefore question 7b and 7c do not apply. 6) Due to Me-TV technical issues on 7/23 the 8:00- 8:30am ET episode of 'Green Screen Adventures' (E/I) did not air in its entirety. Therefore, we reaired this same episode in its entirety on Saturday, July 23rd from 11:00- 11:30am ET.</p>
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Other Matters (7)

Other Matters (1 of 7)		Response
Program Title		Shelldon
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 10:30am
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Shelldon is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place.

Other Matters (2 of 7)		Response
Program Title		Magic School Bus
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 11am
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.

Other Matters (3 of 7)		Response
Program Title		Babar
Origination		Network

Days/Times Program Regularly Scheduled	Saturdays @ 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the needs to resolve a dilemma that is faced by Babar, one of his friends or family members.

Other Matters (4 of 7)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ noon
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What kid hasnt brought home a stray dog, baby bird or a firefly in a jar? Willa, thats who. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, theres barely room in Willas room for Willa! When theres a Willa there is a way! From the Creator of Oswald, Willas Wild Life is an enchanting series about a little girls unique home life that is sure to keep you in stitches and warm your heart. Willas Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.

Other Matters (5 of 7)	Response
Program Title	Pearlie

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

Other Matters (6 of 7)	Response
Program Title	Turbo Dogs
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 1pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In each episode, canine heroes Dash, Mags, GT, Strut, Stinkbert and Clutch will take kids on a high-speed racing adventure with an emphasis on friendship and teamwork. TCo-produced by CCI Ent., and animated by Huhu Studios, Turbo Dogs is based on the Racer Dogs book by Bob Kolar. The action is set in the town of Racerville, where a wacky, canine-based community shares a passion for motor sports. The series will aim to expose kids to the concepts of direction, distance and time, while reinforcing the importance of cooperation and fair play.

Other Matters (7 of 7)	Response
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Program Title	Green Screen Adventures (Multicast 11.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays from 8-11am & Sundays from 8-10am
Total times aired at regularly scheduled time	130
Length of Program	30 mins
Age of Target Child Audience from	7 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures features stories and drawings by students in second through eighth grade, using sketch comedy, story theatre, game shows, original songs, puppetry and more. An ensemble then takes these submissions and brings the stories to life with green screen as the back drop for the subject. This allows children to use different mediums to communicate ideas and learn that expression can be varied and creative. Green Screen Adventures also showcases the children's original artwork to develop an appreciation of art. The educational goals include encouraging children to be enthusiastic about writing and reading, helping students build a foundation for writing, critical thinking, and problem solving, promoting character development as the cast demonstrates cooperation and mutual respect, and providing educators with innovative and entertaining ways to enhance student learning. In addition to academic skills, Green Screen Adventures focuses on the five C's: Creativity, Curiosity, Confidence, Citizenship, Compassion.

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>WPXI, Inc.</p>

Attachments

No Attachments.