



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030190466** | File Number: **CPR-119341** | Submit Date: **04/07/2011** | Call Sign: **WDKA** | Facility ID: **39561** | City: **PADUCAH** | State: **KY**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/07/2011** | Filing Status: **Active**

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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

**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 | MY NETWORK TV |
| | Nielsen DMA | Paducah-Cp Gird-Harris-MT Vrn. |
| | Web Home Page Address | WWW.MYWDKA.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 | 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(11)

| Digital Core Program (1 of 11) | Response |
|--|--|
| Program Title | M@D ABOUT |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 7:00AM-7:30AM |
| 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. | M@D ABOUT USES SKETCH COMEDY, MUSIC VIDEOS, ANIMATION AND KID ON THE STREET INTERVIEWS TO TEACH, ENTERTAIN AND INSPIRE TEENS TO MAKE QUALITY LIFE DECISIONS CONCERNING FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS. THE DIVERSE AND DYNAMIC CAST OF YOUNG PEOPLE WHO MAKE UP THE M@D ABOUT CAST COMBINE THEIR NATURAL CURIOSITY WITH THEIR ENTHUSIASM TO INFORM TEENS ABOUT TOPICS SUCH AS: WHAT IT MEANS TO BE "GREEN" AND HOW OUR ACTIONS IMPACT THE WORLD, HEALTHY SNACKS AND PROPER EXERCISE, FINANCIAL LITERACY AND THE IMPORTANCE OF FAMILY BUDGETING AND CYBER BULLY PREVENTION. M@D ABOUT AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 11) | | Response |
|--|---|-----------------|
| Program Title | CAREER DAY | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 7:30AM-8:00AM | |
| 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. | CAREER DAY HELPS GUIDE YOUNG PEOPLE TO POTENTIAL CAREER PATHS. THIS PROGRAM BEST ILLUSTRATES THE CONCEPT OF BRINGING CHILDREN TO WORK FOR A DAY. THE SHOW FEATURES INSPIRATIONAL INTERVIEWS WITH SUCCESSFUL CELEBRITIES, ENTREPRENEURS AND BUSINESS PEOPLE FROM WORLD REKNOWNED BRAIN SURGEONS TO MARINE BIOLOGISTS THAT SHARE THEIR STORIES WITH YOUNG PEOPLE ABOUT THEIR CAREERS. THE PROGRAM IS A FUN AND EXCITING WAY TO HELP KIDS ANSWER THE QUESTION, "WHAT DO I WANT TO BE WHEN I GROW UP?" CAREER DAY AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). | |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes | |

| Digital Core Program (3 of 11) | | Response |
|---------------------------------------|-------------|-----------------|
| Program Title | ECO COMPANY | |
| Origination | Syndicated | |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 8:00AM-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. | THIS SERIES IS A TEEN-HOSTED PROGRAM PROFILING INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS AND ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY; AS WELL AS OFFERING ADVICE ON HOW TO BE MORE ECO-WISE WHILE PERFORMING DAILY ACTIVITIES. THE PROGRAM ALSO USES PEER REPORTING TO ADDRESS VARIOUS ENVIRONMENTAL ISSUES FROM A YOUTHFUL POINT OF VIEW, WHICH ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM, RATHER THAN JUST TALKING ABOUT THE IMPORTANCE OF LIVING GREEN. ECO COMPANY AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Core Program (4 of 11)

Response

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|---------------|--------------------------|
| Program Title | NOONBORY AND THE SUPER 7 |
| Origination | Syndicated |

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|--|---|
| Days/Times Program Regularly Scheduled | MONDAY-TUESDAYS 1/3/11-3/29/11 7:00AM-7:30AM |
| 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 | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | THIS SERIES USES FANTASY AND FUN TO PROMOTE SCHOOL READINESS IN YOUNG CHILDREN BY PROVIDING AN ENTICING MODEL FOR ETHICAL ACTIONS AND EFFECTIVE COEXISTANCE. ON AN EPISODE BY EPISODE BASIS, THE SERIES HIGHLIGHTS INSTANCES IN WHICH HELPING, COOPERATION AND LEADERSHIP LEAD TO SUCCESS; AND OTHER INSTANCES IN WHICH TAKING AN UNTOWARD RISK OR TELLING A LIE LEADS TO PROBLEMS AND COMPLICATIONS. THE PROGRAM ALSO GIVES CHILDREN AN OPPORTUNITY TO DISCOVER AND PRACTICE BASIC UNDERSTANDINGS AND SKILLS WHICH TEACH CHILDREN HOW TO ASK APPROPRIATE QUESTIONS, AND ENGAGE IN FACT-FINDING, LOGICAL REASONING, ANALYSIS AND EVALUATION. NOONBORY AND THE SUPER 7 AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Core Program (5 of 11)

Response

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|---------------|----------------|
| Program Title | WIMZIE'S HOUSE |
| Origination | Syndicated |

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|--|--|
| Days/Times Program Regularly Scheduled | WEDNESDAYS 1/5/11-3/30/11 7:00AM-7:30AM |
| 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 | 3 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | WIMZIE IS A FIVE YEAR OLD PUPPET MONSTER WHO ATTENDS DAYCARE AT HER 150 YEAR OLD GRANDMOTHER'S HOUSE, ALONG WITH HER BROTHER AND OTHER FRIENDS. THE SERIES' CHARACTERS ARE JUST FAMILIAR ENOUGH FOR THE VIEWERS TO IDENTIFY WITH, BUT DIFFERENT ENOUGH TO POINT OUT THAT THE ACTION TAKES PLACE IN AN ENCHANTED FANTASY WORLD OF MONSTERS. THROUGH UNFORGETTABLE ADVENTURES AND ORIGINAL TOE-TAPPING SING-ALONG SONGS, YOUNG VIEWERS ARE INTRODUCED TO TOPICS OF FRIENDSHIP, GENEROSITY, JEALOUSY, DIVERSITY AND SIBLING RIVALRY FROM A PRE-SCHOOLER'S POINT OF VIEW. WIMZIE'S HOUSE AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Core Program (6 of 11)

Response

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|---------------|--------------------------------|
| Program Title | THE NEW ADVENTURES OF MADELINE |
| Origination | Syndicated |

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|--|---|
| Days/Times Program Regularly Scheduled | THURSDAY-FRIDAYS 1/6/11-3/25/11 7:00AM-7:30AM |
| Total times aired at regularly scheduled time | 25 |
| 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 | 5 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | BASED ON THE CLASSIC BOOKS BY LUDWIG BEMELMAN, EACH EPISODE FOLLOWS THE EVERYDAY AND IMAGINATIVE ADVENTURES OF A LITTLE FRENCH GIRL, MADELINE, AND HER FRIENDS. MADELINE IS A CLEVER FREE-STANDING GIRL WHO SEEMS ALWAYS TO RISE TO THE OCCASION WHEN ADVERSITY ARISES. SHE DISCOVERS HAPPINESS COMES FROM HAVING CARING FRIENDS AND A GIVING ATTITUDE; SHE LEARNS TO TREASURE CULTURAL DIFFERENCES, BRING BALANCE TO HER LIFE, THE IMPORTANCE OF OBEYING RULES AND ACCEPTING RESPONSIBILITY, DISCOVERS THE BENEFITS OF COOPERATION AND EXERCISING MODERATION IN ALL THINGS. THE EDUCATIONAL OBJECTIVE OF THIS PROGRAM IS TO PROTRAY AND REFLECT THESE VALUABLE SOCIAL LEARNING EXPERIENCES FOR CHILDREN IN THE EARLY AND MIDDLE PERIODS OF CHILDHOOD. THE NEW ADVENTURES OF MADELINE AIRED ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (7 of 11) | | Response |
|--|--|--|
| Program Title | | BETA RECORDS TV |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | SATURDAYS 1/1/11-3/26/11 7:00AM-7:30AM |

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|--|--|
| 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. | BETA RECORDS TV IS AN EDUCATIONAL AND INSTRUCTIONAL MUSIC CENTRIC SERIES. IT FOLLOWS A MAGAZINE FORMAT WITH SEGMENTS INCLUDING MAJOR AND INDIE ARTIST INTERVIEWS, TUTORIALS AND HOW-TOS, TIPS FROM PRODUCERS AND MUSIC EXECUTIVES, INTERNET HEROES, LEGENDARY ARTISTS, AND MUSIC AS IT PERTAINS TO FASHION AND POP CULTURE. BETA RECORDS TV AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 11) | Response |
|--|--|
| Program Title | REAL LIFE 101 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 7:30AM-8:00AM |
| 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 | |

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|--|--|
| 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. | REAL LIFE 101 PRESENTS REAL PEOPLE PURSUING REAL JOBS AND CAREERS IN AN EDUCATIONAL AND INFORMATIVE FORMAT DESIGNED TO HELP VIEWERS MAKE IMPORTANT DECISIONS ABOUT PREPARING FOR THE FUTURE. THE CAREERS AND PEOPLE FEATURED ARE CAREFULLY SELECTED IN ORDER TO PRESENT VIVID IMPRESSIONS THAT CAN BE UTILIZED BY THE PROGRAM'S YOUNG AUDIENCE. REAL LIFE 101 AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 11) | |
|--|--|
| | Response |
| Program Title | ULTIMATE CHOICE |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 8:00AM-8:30AM AND 8:30AM-9:00AM |
| 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 |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | THIS PROGRAM PROVIDES AN OPPORTUNITY FOR ITS YOUNG VIEWERS TO LEARN MORE ABOUT THEMSELVES AND THEIR LIVES, AS WELL AS DEVELOP THEIR OWN CONVICTIONS ABOUT EACH OF THE PHYSICAL AND MORAL ISSUES THROUGH THE SUBJECTS EXPLORED AND DISCUSSED IN THE PROGRAM. IN EACH EPISODE, EIGHT TEENS WHO HAVE JUST FINISHED AN EXTREME ADVENTURE THAT BROUGHT THEM FACE TO FACE WITH CHALLENGES THAT HAVE LIFELONG IMPLICATIONS, SHARE THOUGHTS THAT ARE DESIGNED TO SHAPE THE VALUES THAT WILL GUIDE YOUNG MEN AND WOMEN THROUGHOUT THEIR LIVES. ULTIMATE CHOICE AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 11) | Response |
|--|---|
| Program Title | TEEN KIDS NEWS |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 9:00AM-9:30AM AND 9:30AM-10:00AM |
| 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 |

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|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | THIS PROGRAM FEATURES WEEKLY 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 THE 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 THE VIEWER'S CURIOSITY, DEVELOPS THEIR LEARNING, COGNITIVE, LISTENING AND THINKING SKILLS, AND SERVES AS AN ENHANCEMENT TO THEIR ACADEMIC AND EDUCATIONAL EXPERIENCE. TEEN KIDS NEWS AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 11) | Response |
|--|--|
| Program Title | GINA D'S KIDS CLUB |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 1/1/11-3/26/11 7:00-7:30AM, 7:30-8:00AM, 8:00-8:30AM, 8:30-9:00AM, 9:00-9:30AM AND 9:30-10 |
| Total times aired at regularly scheduled time | 78 |
| 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 |

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|---|---|
| <p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p> | <p>GINA D IS A FUN LOVING, POSITIVE ROLE MODEL WHO HAS THE DEMEANOR AND APPEARANCE OF A YOUNG TEACHER AND IS PLAYFUL IN HER APPROACH TO THE TARGET AUDIENCE. IN ADDITION TO PUPPETS AND ANIMATED CHARACTERS, GINA D IS SURROUNDED BY A GROUP OF WHIMSICAL CHARACTERS WHICH INCLUDE SIMON, MISS MUFFIN THE COOK, MR. POCKETS AND PIERRE. AS THE PROGRAM TAKES ON AN INTERACTIVE QUALITY THROUGH QUESTIONS AND REACTIONS FROM GINA TO A MULTI-CULTURALLY DIVERSE GROUP OF YOUNGSTERS WHO ARE SOMETIMES ON AND OFF CAMERA, SHE ATTAINS AND MAINTAINS THE ATTENTION OF YOUNG CHILDREN TO HELP FURTHER DEVELOP THEIR SELF-IMAGE, SOCIAL SKILLS, AS WELL AS MATH AND READING READINESS. VARIOUS THEMES THROUGHOUT THE PROGRAM MAY INCLUDE BIKE SAFETY, NOT TALKING TO STRANGERS AND STOPPING AT TRAFFIC LIGHTS. THROUGH DIFFERENT SCENARIOS AND EASILY LEARNED ORIGINAL SONGS, THESE LESSONS ARE IMPARTED TO THE TARGET AUDIENCE. GINA D'S KIDS CLUB AIRED ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3).</p> |
| <p>Does the Licensee identify the program by displaying throughout the program the symbol E/I?</p> | <p>Yes</p> |

**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 | ALAN MUSTER |
| Address | 806 ENTERPRISE ST. |
| City | CAPE GIRARDEAU |
| State | MO |
| Zip | 63703 |
| Telephone Number | 573-331-2121 |
| Email Address | AMUSTER@KBSI.SBGNET.COM |
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. | ON ITS DIGITAL SECONDARY PROGRAM STREAMS, WDKA BROADCASTS THE COOL TV (CHANNEL 49-2) AND THE COUNTRY NETWORK (CHANNEL 49-3), INCLUDING ALL EDUCATIONAL PROGRAMMING CARRIED BY THE NETWORKS. -- ALTHOUGH IT IS NOT PRODUCED WITH THE INTENTION OF EDUCATING CHILDREN 16 AND UNDER, WDKA DID BROADCAST THE SERIES, "ARE YOU SMARTER THAN A 5TH GRADER?" MONDAY THROUGH FRIDAY EVENINGS AT 5:00PM-5:30PM. THE PROGRAM IS A FAMILY FRIENDLY GAME SHOW UTILIZING QUESTIONS BASED ON A GRADE SCHOOL EDUCATION, AND ALLOWS YOUNG VIEWERS TO TEST WHAT THEY HAVE LEARNED IN SCHOOL AGAINST THE CONTESTANTS AND CHILDREN FEATURED IN THE PROGRAM. |

Other Matters (11)

| Other Matters (1 of 11) | Response |
|--|---|
| Program Title | THE NEW ADVENTURES OF MADELINE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | THURSDAY-FRIDAYS 4/1/11-6/30/11 7:00AM-7:30AM |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 5 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | BASED ON THE CLASSIC BOOKS BY LUDWIG BEMELMAN, EACH EPISODE FOLLOWS THE EVERYDAY AND IMAGINATIVE ADVENTURES OF A LITTLE FRENCH GIRL, MADELINE, AND HER FRIENDS. MADELINE IS A CLEVER FREE-STANDING GIRL WHO SEEMS ALWAYS TO RISE TO THE OCCASION WHEN ADVERSITY ARISES. SHE DISCOVERS HAPPINESS COMES FROM HAVING CARING FRIENDS AND A GIVING ATTITUDE; SHE LEARNS TO TREASURE CULTURAL DIFFERENCES, BRING BALANCE TO HER LIFE, THE IMPORTANCE OF OBEYING RULES AND ACCEPTING RESPONSIBILITY, DISCOVERS THE BENEFITS OF COOPERATION AND EXERCISING MODERATION IN ALL THINGS. THE EDUCATIONAL OBJECTIVE OF THIS PROGRAM IS TO PROTRAY AND REFLECT THESE VALUABLE SOCIAL LEARNING EXPERIENCES FOR CHILDREN IN THE EARLY AND MIDDLE PERIODS OF CHILDHOOD. THE NEW ADVENTURES OF MADELINE WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |

| Other Matters (2 of 11) | Response |
|---|--|
| Program Title | M@D ABOUT |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 4/2/11-6/25/11 7:00AM-7:30AM |
| 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. | M@D ABOUT USES SKETCH COMEDY, MUSIC VIDEOS, ANIMATION AND KID ON THE STREET INTERVIEWS TO TEACH, ENTERTAIN AND INSPIRE TEENS TO MAKE QUALITY LIFE DECISIONS CONCERNING FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS. THE DIVERSE AND DYNAMIC CAST OF YOUNG PEOPLE WHO MAKE UP THE M@D ABOUT CAST COMBINE THEIR NATURAL CURIOSITY WITH THEIR ENTHUSIASM TO INFORM TEENS ABOUT TOPICS SUCH AS: WHAT IT MEANS TO BE "GREEN" AND HOW OUR ACTIONS IMPACT THE WORLD, HEALTHY SNACKS AND PROPER EXERCISE, FINANCIAL LITERACY AND THE IMPORTANCE OF FAMILY BUDGETING AND CYBER BULLY PREVENTION. M@D ABOUT WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
|--|--|

Other Matters (3 of 11)

Response

| | |
|---------------|------------|
| Program Title | CAREER DAY |
|---------------|------------|

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

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|--|--|
| Days/Times Program Regularly Scheduled | SATURDAYS 4/2/11-6/25/11 7:30AM-8:00AM |
|--|--|

| | |
|---|----|
| 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. | CAREER DAY HELPS GUIDE YOUNG PEOPLE TO POTENTIAL CAREER PATHS. THIS PROGRAM BEST ILLUSTRATES THE CONCEPT OF BRINGING CHILDREN TO WORK FOR A DAY. THE SHOW FEATURES INSPIRATIONAL INTERVIEWS WITH SUCCESSFUL CELEBRITIES, ENTREPRENEURS AND BUSINESS PEOPLE FROM WORLD REKNOWNED BRAIN SURGEONS TO MARINE BIOLOGISTS THAT SHARE THEIR STORIES WITH YOUNG PEOPLE ABOUT THEIR CAREERS. THE PROGRAM IS A FUN AND EXCITING WAY TO HELP KIDS ANSWER THE QUESTION, "WHAT DO I WANT TO BE WHEN I GROW UP?" CAREER DAY WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |
|--|---|

Other Matters (4 of 11)

Response

| | |
|---------------|-------------|
| Program Title | ECO COMPANY |
|---------------|-------------|

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

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|--|--|
| Days/Times Program Regularly Scheduled | SATURDAYS 4/2/11-6/25/11 8:00AM-8:30AM |
|--|--|

| | |
|---|----|
| 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 SERIES IS A TEEN-HOSTED PROGRAM PROFILING INDIVIDUALS AND ORGANIZATIONS COMMITTED TO ENVIRONMENTAL ISSUES, REPORTS ON THE LATEST RECYCLING AND NATURE CONSERVATION EFFORTS AND ADVANCES IN RENEWABLE ENERGIES AND CARBON FOOTPRINT-REDUCING TECHNOLOGY; AS WELL AS OFFERING ADVICE ON HOW TO BE MORE ECO-WISE WHILE PERFORMING DAILY ACTIVITIES. THE PROGRAM ALSO USES PEER REPORTING TO ADDRESS VARIOUS ENVIRONMENTAL ISSUES FROM A YOUTHFUL POINT OF VIEW, WHICH ENCOURAGES YOUNG ADULTS TO BECOME MORE PROACTIVE ABOUT ENVIRONMENTALISM, RATHER THAN JUST TALKING ABOUT THE IMPORTANCE OF LIVING GREEN. ECO COMPANY WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |

Other Matters (5 of 11) Response

| | |
|---|--|
| Program Title | NOONBORY AND THE SUPER 7 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | MONDAY-TUESDAYS 4/4/11-6/28/11 7:00AM-7:30AM |
| Total times aired at regularly scheduled time | 26 |

| | |
|--|---|
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | THIS SERIES USES FANTASY AND FUN TO PROMOTE SCHOOL READINESS IN YOUNG CHILDREN BY PROVIDING AN ENTICING MODEL FOR ETHICAL ACTIONS AND EFFECTIVE COEXISTANCE. ON AN EPISODE BY EPISODE BASIS, THE SERIES HIGHLIGHTS INSTANCES IN WHICH HELPING, COOPERATION AND LEADERSHIP LEAD TO SUCCESS; AND OTHER INSTANCES IN WHICH TAKING AN UNTOWARD RISK OR TELLING A LIE LEADS TO PROBLEMS AND COMPLICATIONS. THE PROGRAM ALSO GIVES CHILDREN AN OPPORTUNITY TO DISCOVER AND PRACTICE BASIC UNDERSTANDINGS AND SKILLS WHICH TEACH CHILDREN HOW TO ASK APPROPRIATE QUESTIONS, AND ENGAGE IN FACT-FINDING, LOGICAL REASONING, ANALYSIS AND EVALUATION. NOONBORY AND THE SUPER 7 WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1). |

Other Matters (6 of 11) Response

| | |
|---------------|----------------|
| Program Title | WIMZIE'S HOUSE |
| Origination | Syndicated |

Days/Times WEDNESDAYS 4/6/11-6/29/11 7:00AM-7:30AM
Program
Regularly
Scheduled

Total times 13
aired at
regularly
scheduled
time

Length of 30 mins
Program

Age of 3 years to 5 years
Target Child
Audience
from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. WIMZIE IS A FIVE YEAR OLD PUPPET MONSTER WHO ATTENDS DAYCARE AT HER 150 YEAR OLD GRANDMOTHER'S HOUSE, ALONG WITH HER BROTHER AND OTHER FRIENDS. THE SERIES' CHARACTERS ARE JUST FAMILIAR ENOUGH FOR THE VIEWERS TO IDENTIFY WITH, BUT DIFFERENT ENOUGH TO POINT OUT THAT THE ACTION TAKES PLACE IN AN ENCHANTED FANTASY WORLD OF MONSTERS. THROUGH UNFORGETTABLE ADVENTURES AND ORIGINAL TOE-TAPPING SING-ALONG SONGS, YOUNG VIEWERS ARE INTRODUCED TO TOPICS OF FRIENDSHIP, GENEROSITY, JEALOUSY, DIVERSITY AND SIBLING RIVALRY FROM A PRE-SCHOOLER'S POINT OF VIEW. WIMZIE'S HOUSE WILL BE BROADCAST ON WDKA'S MAIN PROGRAM STREAM (CHANNEL 49-1).

Other Matters (7 of 11)

Response

Program Title BETA RECORDS TV

Origination Network

Days/Times SATURDAYS 4/2/11-6/25/11 7:00AM-7:30AM
Program Regularly
Scheduled

Total times aired at 13
regularly scheduled
time

Length of Program 30 mins

Age of Target Child 13 years to 16 years
Audience from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. BETA RECORDS TV IS AN EDUCATIONAL AND INSTRUCTIONAL MUSIC CENTRIC SERIES. IT FOLLOWS A MAGAZINE FORMAT WITH SEGMENTS INCLUDING MAJOR AND INDIE ARTIST INTERVIEWS, TUTORIALS AND HOW-TOS, TIPS FROM PRODUCERS AND MUSIC EXECUTIVES, INTERNET HEROES, LEGENDARY ARTISTS, AND MUSIC AS IT PERTAINS TO FASHION AND POP CULTURE. BETA RECORDS TV WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2).

Other Matters (8 of 11)

Response

Program Title REAL LIFE 101

Origination Network

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|-----------------------------|--|
| Days/Times | SATURDAYS 4/2/11-6/25/11 7:30AM-8:00AM |
| Program Regularly Scheduled | |

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|---|----|
| Total times aired at regularly scheduled time | 13 |
|---|----|

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|-------------------|---------|
| Length of Program | 30 mins |
|-------------------|---------|

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| Age of Target Child Audience from | 13 years to 16 years |
|-----------------------------------|----------------------|

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | REAL LIFE 101 PRESENTS REAL PEOPLE PURSUING REAL JOBS AND CAREERS IN AN EDUCATIONAL AND INFORMATIVE FORMAT DESIGNED TO HELP VIEWERS MAKE IMPORTANT DECISIONS ABOUT PREPARING FOR THE FUTURE. THE CAREERS AND PEOPLE FEATURED ARE CAREFULLY SELECTED IN ORDER TO PRESENT VIVID IMPRESSIONS THAT CAN BE UTILIZED BY THE PROGRAM'S YOUNG AUDIENCE. REAL LIFE 101 WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |
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Other Matters (9 of 11)

Response

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|---------------|-----------------|
| Program Title | ULTIMATE CHOICE |
|---------------|-----------------|

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|-------------|---------|
| Origination | Network |
|-------------|---------|

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| Days/Times Program Regularly Scheduled | SATURDAYS 4/2/11-6/25/11 8:00AM-8:30AM AND 8:30AM-9:00AM |
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|---|----|
| Total times aired at regularly scheduled time | 26 |
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|-------------------|---------|
| Length of Program | 30 mins |
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| Age of Target Child Audience from | 13 years to 16 years |
|-----------------------------------|----------------------|

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | THIS PROGRAM PROVIDES AN OPPORTUNITY FOR ITS YOUNG VIEWERS TO LEARN MORE ABOUT THEMSELVES AND THEIR LIVES, AS WELL AS DEVELOP THEIR OWN CONVICTIONS ABOUT EACH OF THE PHYSICAL AND MORAL ISSUES THROUGH THE SUBJECTS EXPLORED AND DISCUSSED IN THE PROGRAM. IN EACH EPISODE, EIGHT TEENS WHO HAVE JUST FINISHED AN EXTREME ADVENTURE THAT BROUGHT THEM FACE TO FACE WITH CHALLENGES THAT HAVE LIFELONG IMPLICATIONS, SHARE THOUGHTS THAT ARE DESIGNED TO SHAPE THE VALUES THAT WILL GUIDE YOUNG MEN AND WOMEN THROUGHOUT THEIR LIVES. ULTIMATE CHOICE WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |
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Other Matters (10 of 11)

Response

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|---------------|----------------|
| Program Title | TEEN KIDS NEWS |
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| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 4/2/11-6/25/11 9:00AM-9:30AM AND 9:30AM-10:00AM |
| 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. | THIS PROGRAM FEATURES WEEKLY 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 THE 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 THE VIEWER'S CURIOSITY, DEVELOPS THEIR LEARNING, COGNITIVE, LISTENING AND THINKING SKILLS, AND SERVES AS AN ENHANCEMENT TO THEIR ACADEMIC AND EDUCATIONAL EXPERIENCE. TEEN KIDS NEWS WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-2). |

| Other Matters (11 of 11) | Response |
|---|--|
| Program Title | GINA D'S KIDS CLUB |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 4/2/11-6/25/11 7:00-7:30AM, 7:30-8:00AM, 8:00-8:30AM, 8:30-9:00AM, 9:00-9:30AM AND 9:30-10 |
| Total times aired at regularly scheduled time | 78 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | GINA D IS A FUN LOVING, POSITIVE ROLE MODEL WHO HAS THE DEMEANOR AND APPEARANCE OF A YOUNG TEACHER AND IS PLAYFUL IN HER APPROACH TO THE TARGET AUDIENCE. IN ADDITION TO PUPPETS AND ANIMATED CHARACTERS, GINA D IS SURROUNDED BY A GROUP OF WHIMSICAL CHARACTERS WHICH INCLUDE SIMON, MISS MUFFIN THE COOK, MR. POCKETS AND PIERRE. AS THE PROGRAM TAKES ON AN INTERACTIVE QUALITY THROUGH QUESTIONS AND REACTIONS FROM GINA TO A MULTI-CULTURALLY DIVERSE GROUP OF YOUNGSTERS WHO ARE SOMETIMES ON AND OFF CAMERA, SHE ATTAINS AND MAINTAINS THE ATTENTION OF YOUNG CHILDREN TO HELP FURTHER DEVELOP THEIR SELF-IMAGE, SOCIAL SKILLS, AS WELL AS MATH AND READING READINESS. VARIOUS THEMES THROUGHOUT THE PROGRAM MAY INCLUDE BIKE SAFETY, NOT TALKING TO STRANGERS AND STOPPING AT TRAFFIC LIGHTS. THROUGH DIFFERENT SCENARIOS AND EASILY LEARNED ORIGINAL SONGS, THESE LESSONS ARE IMPARTED TO THE TARGET AUDIENCE. GINA D'S KIDS CLUB WILL BE BROADCAST ON WDKA'S SECONDARY PROGRAM STREAM (CHANNEL 49-3). |
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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>WDKA ACQUISITION CORPORATION</p> |

Attachments

No Attachments.