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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-141503** | Submit Date: **04/10/2013** | Call Sign: **WDBJ** | Facility ID: **71329** | City: **ROANOKE** | State: **VA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/10/2013** | Filing Status: **Active**

Report reflects information for : First Quarter of 2013

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	CBS & MyNetwork
	Nielsen DMA	Roanoke-Lynchburg
	Web Home Page Address	www.wdbj7.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:	4.0
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(12)

Digital Core Program (1 of 12)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:30 a.m.-12:00 p.m. (digital main channel)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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 follows Jack Hanna as he spends time with nature's creatures from around the world. Each episode is designed to reveal to children the world around them through the animals and environmental issues presented each show. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00-11:30 a.m. (digital main channel only)
Total times aired at regularly scheduled time	13

Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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.	Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human /animal interaction in the face of an ever-changing world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 12)	**Response**
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 8:00-8:30 A.M., 8:30-9:00 A.M., 9:00-9:30 A.M. (digital second channel only)
Total times aired at regularly scheduled time	39
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 follows Jack Hanna as he spends time with nature's creatures from around the world. Each episode is designed to reveal to children the world around them through the animals and environmental issues presented each show. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 12)	**Response**
Program Title	AQUA KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:00-7:30 a.m. (digital second channel only)
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.	Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 12)	**Response**
Program Title	M@dAbout
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:30-8:00 a.m. (digital second channel only)
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.	Mad About provides core programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Mad About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 12)	**Response**
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:00-7:30 a.m. (digital main channel only)
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 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 12)	**Response**
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:30-8:00 a.m. (digital main channel only)
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 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 12)	**Response**
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:00-10:30 a.m. (digital second channel only)
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.	Animal Atlas continues to make nature and the animal world entertaining and enlightening. The series uses humor, natural visuals, and an everyday attitude to reach the minds of its target group of 13-16-year olds. Without pandering, pontificating, or watering down material, it broadens the knowledge and perspective of young viewers through a friendly and fascinating presentation of information about the animal world. Those viewers that want deep information will find it here but those that just want to be entertained by well assembled sequences of unusual animals and interesting facts will get that, too. Animal Atlas contains another engaging featurette: Animal Facts quizzes that segueway program breaks. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 12)	**Response**
Program Title	LIBERTY'S KIDS - I
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:00-7:30 a.m. (digital main channel only)
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 12)	**Response**
Program Title	LIBERTY'S KIDS - II
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:30-8:00 a.m. (digital main channel only)
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	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 12)	**Response**
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:30-11:00 a.m. (digital second channel only)
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.	Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human /animal interaction in the face of an ever-changing world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 12)	**Response**
Program Title	NOW EAT THIS! WITH ROCCO DISPIRITO
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 9:30-10:00 a.m. (digital second channel only)
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.	Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges--watching the children eat and evaluate familiar dishes prepared in a healthier way. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	BUSYTOWN MYSTERIES I
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays 6:00-6:30 a.m. (digital main channel only)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. The program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose as specified in the Commission's rules.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response

Date Time	

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	BUSYTOWN MYSTERIES II
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays 6:30-7:00 a.m. (digital main channel only)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. The program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose as specified in the Commission's rules.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

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	Michael Dethlefsen
Address	2807 Hershberger Road
City	Roanoke
State	VA
Zip	24017
Telephone Number	540-777-3201
Email Address	mbell@wdbj7.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 Saturday, 2/23/13, WDBJ's transmitter experienced icing problems on its antenna resulting in operations at reduced power and sporadic off air instances. These occurred between 6 a.m. and 1 p.m. affecting the following programs: Busytown Mysteries I & II, Doodlebops Rockin' Road Show I & II, Jack Hanna's Animal Adventures, and Animal Explorations with Jarod Miller. During that time period WDBJ continued to provide these programs via DirecTV, Dish Network, and most cable systems covering the market and these shows were available in their entirety to approximately 90 percent of the market's households.

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:30 a.m.-12:00 p.m. (digital main channel)
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 follows Jack Hanna as he spends time with nature's creatures from around the world. Each episode is designed to reveal to children the world around them through the animals and environmental issues presented each show. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 12)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:00-11:30 a.m. (digital main channel)
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.	Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human /animal interaction in the face of an ever-changing world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (3 of 12)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 8:00-8:30 A.M., 8:30-9:00 A.M., 9:00-9:30 A.M. (digital second channel)
Total times aired at regularly scheduled time	39
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 follows Jack Hanna as he spends time with nature's creatures from around the world. Each episode is designed to reveal to children the world around them through the animals and environmental issues presented each show. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 12)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW I
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:00-7:30 a.m. (digital main channel)
Total times aired at regularly scheduled time	13
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.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 12)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:30-8:00 a.m. (digital main channel)
Total times aired at regularly scheduled time	13
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.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 12)	Response
Program Title	M@dAbout
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:30-8:00 a.m. (digital second channel only)
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.	Mad About provides core programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Mad About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 12)	**Response**
Program Title	AQUA KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:00-7:30 a.m. (digital second channel only)
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.	Aqua Kids motivates young people to take an active role in preserving aquatic environments and wildlife, by showing how other kids just like them can do the same. Whether it's saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (8 of 12)	**Response**
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:30-11:00 a.m. (digital second channel only)
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.	Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves, running with the bulls or flying with the eagles? From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal Exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun, Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Come along with Jarod to the nearest and farthest corners of the globe as well as to your local zoo, as he explores the human /animal interaction in the face of an ever-changing world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (9 of 12)	**Response**
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:00-10:30 a.m. (digital second channel only)
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.	Animal Atlas continues to make nature and the animal world entertaining and enlightening. The series uses humor, natural visuals, and an everyday attitude to reach the minds of its target group of 13-16-year olds. Without pandering, pontificating, or watering down material, it broadens the knowledge and perspective of young viewers through a friendly and fascinating presentation of information about the animal world. Those viewers that want deep information will find it here but those that just want to be entertained by well assembled sequences of unusual animals and interesting facts will get that, too. Animal Atlas contains another engaging featurette: Animal Facts quizzes that segueway program breaks. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (10 of 12)	**Response**
Program Title	LIBERTY'S KIDS - I
Origination	Network

Days/Times Program Regularly Scheduled	Sunday's 7:00-7:30 a.m. (digital main channel)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (11 of 12)	**Response**
Program Title	LIBERTY'S KIDS - II
Origination	Network
Days/Times Program Regularly Scheduled	Sunday's 7:30-8:00 a.m. (digital main channel)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (12 of 12)	Response
Program Title	NOW EAT THIS! WITH ROCCO DISPIRITO
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 9:30-10:00 a.m. (digital second channel only)
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.	Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges--watching the children eat and evaluate familiar dishes prepared in a healthier way. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WDBJ Television, Inc.**

Attachments

No Attachments.