



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-118484** | Submit Date: **04/05/2011** | Call Sign: **WJTV** | Facility ID: **48667** | City: **JACKSON** | State: **MS**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2011** | 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
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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	CBS
	Nielsen DMA	Jackson MS
	Web Home Page Address	www.wjtv.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	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:	8.0
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(25)

Digital Core Program (1 of 25)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9-9:30am (1/1/11-1/29/11)
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>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.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 25)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30-10:00am (1/1/11-1/29/11)
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>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.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 25)	Response
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Program Title	SABRINA'S SECRET LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00-10:30am (1/1/11-1/29/11)
Total times aired at regularly scheduled time	5
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The 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 25)

Response

Program Title	SABRINA: THE ANIMATED SERIES
Origination	Network

Days/Times Program Regularly Scheduled	Saturday, 10:30-11:00am (1/1/11-1/29/11)
Total times aired at regularly scheduled time	5
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. 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 25)

Response

Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7-7:30am (1/2/11-1/30/11)

Total times aired at regularly scheduled time	5
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 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. 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 25)

Response

Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7:30-8:00am (1/2/11-1/30/11)

Total times aired at regularly scheduled time	5
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 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. 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 25)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9-9:30am (2/5/11-3/26/11)

Total times aired at regularly scheduled time	8
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 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. 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 25)

Response

Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30-10:00am (2/5/11-3/26/11)

Total times aired at regularly scheduled time	8
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 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. 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 25)

Response

Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:00-10:30am (2/5/11-3/26/11)

Total times aired at regularly scheduled time	8
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 8 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 (10 of 25)

Response

Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30-11:00am (2/5/11-3/26/11)

Total times aired at regularly scheduled time	7
Total times aired	8
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. 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 Preemption Programs #1

Questions	Response
Title of Program	TROLLZ
List date and time rescheduled	2/27/11 AT 11-1130am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-03-12
Episode #	3/12/11 - 1806R

Digital Core Program (11 of 25)	Response
Program Title	HORSELAND I
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7-7:30am (2/6/11-3/27/11)
Total times aired at regularly scheduled time	8
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 25)	Response
Program Title	HORSELAND II
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7:30-8:00am (2/6/11-3/27/11)
Total times aired at regularly scheduled time	8
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 (13 of 25)	Response
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Program Title	WEATHER 101 KIDS
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY-WEDNESDAY, 9-9:30am Multicast Channel 12.2
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WEATHER 101 FOR KIDS, 8 episodes from various stations, explains various aspects of weather, including the meaning of so many different and sometimes confusing words like dew point, humidity, temperature, wind speed, pressure, etc. Various meteorologists explain how satellites and computers are used to develop a weather forecast and the importance of science and math for those who want to make weather forecasting a career. A lot of safety tips are provided so kids know what to do in case of a weather emergency like thunderstorms, lightning, tornados, hurricanes, flooding etc. (For example; during flooding if the water is at an unknown depth or the speed of the water is unknown, than follow the motto..."turn-around, don't drown.")
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core
Program (14 of 25) Response

Program Title	XIS
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY-WEDNESDAY, 9:30-10:00am Multicast Channel 12.2

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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	XIS, 8 episodes from WJBF-Augusta, GA., is a show designed for kids ages 6-12 and under that features Dr. Bill Wellnitz (known as Wizard Wellnitz in the show) Professor, Augusta State University and Director, Georgia Science Olympiad. During the show, Dr. Wellnitz performs safe but exciting experiments that have a visual impact on children and adults. Most of the experiments are simple and can be repeated at home with minimal to no adult supervision. The program was created to challenge and entertain while educating them on the fun facts of science.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 25)

Response

Program Title	The Outdoorsman
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7-7:30am (1/3/11) Multicast Channel 12.3
Total times aired at regularly scheduled time	1
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE OUTDOORSMAN is an educational blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & people of all ages about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. The series is hosted by Outdoorsman International founder BUCK McNEELY. An international adventurer, dedicated conservationist and game management proponent. THE OUTDOORSMAN has been shot on location world wide, and features celebrity guests from the world of sports, literature, politics and entertainment have appeared on the program. The long term goals of the series include propagation of a Mass Media Communications Network in support of the sporting industry. To establish this series as a major force in the entertainment and education of young people and their families. To give people of all ages motivation and inspiration to enjoy the great outdoors and follow their dreams of travel, adventure and exploration. To also teach people the key role sportsmen & women play in this countries overall game management & habitat programs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 25)		Response
Program Title		MUSTARD PANCAKES
Origination		Syndicated
Days/Times Program Regularly Scheduled		Monday, 7-7:30am (1/10/11-3/21/11) Multicast Channel 12.3
Total times aired at regularly scheduled time		12
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo, definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 25)	Response
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7:30-8:00am Multicast Channel 12.3
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.	Program Producer/Host Marty Stouffer and his family explore many beautiful unspoiled wildlife habitats across the United States and Canada. Designed for children, it helps them learn to respect and develop an interest for nature, in ways not possible in the classroom or by visiting an animal zoo.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 25)	Response
Program Title	IN THE ZONE
Origination	Syndicated

Days/Times Program Regularly Scheduled	Tuesday, 7-7:30am Multicast Channel 12.3
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.	Magic Johnson along with his friends Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, and many more teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, and tennis.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 25)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7:30-8:00am Multicast Channel 12.3
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE REAL WINNING EDGE is a weekly half-hour show that profiles three real life young people who have dealt successfully with hardships and challenges. The program delivers entertainment that young adults enjoy watching, while promoting a value system that enforces a strong source of purpose and worthiness, and helps viewers develop positive character values.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 25)		Response
Program Title	AQUA KIDS ADVENTURES	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wednesday, 7-7:30am Multicast Channel 12.3	
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	8 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (21 of 25)		Response
Program Title	BETA RECORDS	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wednesday, 7:30-8:00am Multicast Channel 12.3	
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 ranging from major and indie artist interviews, tutorials and how-to's, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (22 of 25)	Response
Program Title	ANGEL'S FRIENDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday, 7:00-7:30am Multicast Channel 12.3
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.	Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels!!! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (23 of 25)	Response
Program Title	MUSTARD PANCAKES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday, 7:30-8:00am Multicast Channel 12.3
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.	MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo, definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (24 of 25)	Response
Program Title	THE TRAVELING TRIO
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday, 7-7:30am Multicast Channel 12.3
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE TRAVELING TRIO is an adventure-filled educational series presented by three siblings who traverse the globe while exploring, learning and teaching viewers about our amazing world and all its has to offer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (25 of 25)	Response
Program Title	ARIEL & ZOEY & ELI, TOO

Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday, 7:30-8:00am Multicast Channel 12.3
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ARIEL & ZOEY & ELI, TOO (AZE2) introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief. AZE2 have performed at Detroit Pistons basketball games, before New York Mets games at Citi Field, Shea Stadium, and in our Nation's Capital where they performed for children of wounded troops at Walter Reed Army Medical Center.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core
Educational and
Informational
Programming (0)**

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Jacqueline McDonald
Address	1820 TV Road
City	Jackson
State	MS
Zip	39204
Telephone Number	601-372-6311 ext 4600
Email Address	jmcdonald@wjtv.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.	CBS changed its Kids Program lineup effective Saturday February 5, 2011. Also due to the 10:30AM CT start time of the CBS "Buick Conference USA Championship" on Saturday, March 12, 2011;"Trollz" was made good on Sunday, February 27 at 11a-11:30am. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming: "None." WJTV is involved with the Adopt-A-School Program for over 28 years where we mentor at a local elementary school. We have an outreach program where our on-air talent and our managers speak at the school assemblies. In addition, we are the partner station for the Children's Miracle Network Telethon to benefit the Blair E. Batson Hospital located here in Jackson, MS.

Other Matters (18)

Other Matters (1 of 18)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9-9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	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. 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 18)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30-10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	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. 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.
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Other Matters (3 of 18)

Response

Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturday, 10:00-10:30am
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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	3 years to 8 years
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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.
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Other Matters (4 of 18)

Response

Program Title	TROLLZ
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturday, 10:30-11:00am
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. 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 18)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7-7:30am
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 18)		Response
Program Title	HORSELAND - II	
Origination	Network	
Days/Times Program Regularly Scheduled	Sunday, 7:30-8:00am	
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.	<p>HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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.</p>	

Other Matters (7 of 18)		Response
Program Title	WEATHER 101 KIDS	
Origination	Local	
Days/Times Program Regularly Scheduled	MONDAY-WEDNESDAY, 9-9:30am Multicast Channel 12.2	
Total times aired at regularly scheduled time	39	
Length of Program	30 mins	
Age of Target Child Audience from	6 years to 12 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WEATHER 101 FOR KIDS, 8 episodes from various stations, explains various aspects of weather, including the meaning of so many different and sometimes confusing words like dew point, humidity, temperature, wind speed, pressure, etc. Various meteorologists explain how satellites and computers are used to develop a weather forecast and the importance of science and math for those who want to make weather forecasting a career. A lot of safety tips are provided so kids know what to do in case of a weather emergency like thunderstorms, lightning, tornados, hurricanes, flooding etc. (For example; during flooding if the water is at an unknown depth or the speed of the water is unknown, than follow the motto..."turn-around, don't drown.")
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Other Matters (8 of 18)	Response
Program Title	XIS
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY-WEDNESDAY, 9:30-10:00am Multicast Channel 12.2
Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	XIS, 8 episodes from WJBF-Augusta, GA., is a show designed for kids ages 6-12 and under that features Dr. Bill Wellnitz (known as Wizard Wellnitz in the show) Professor, Augusta State University and Director, Georgia Science Olympiad. During the show, Dr. Wellnitz performs safe but exciting experiments that have a visual impact on children and adults. Most of the experiments are simple and can be repeated at home with minimal to no adult supervision. The program was created to challenge and entertain while educating them on the fun facts of science.

Other Matters (9 of 18)	Response
Program Title	MUSTARD PANCAKES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7-7:30am Multicast Channel 12.3
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.	MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo, definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories.
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Other Matters (10 of 18)	Response
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, 7:30-8:00am Multicast Channel 12.3
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.	Program Producer/Host Marty Stouffer and his family explore many beautiful unspoiled wildlife habitats across the United States and Canada. Designed for children, it helps them learn to respect and develop an interest for nature, in ways not possible in the classroom or by visiting an animal zoo.

Other Matters (11 of 18)	Response
Program Title	IN THE ZONE
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7-7:30am Multicast Channel 12.3
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.	Magic Johnson along with his friends Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, and many more teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, and tennis.

Other Matters (12 of 18)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday, 7:30-8:00am Multicast Channel 12.3
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.	THE REAL WINNING EDGE is a weekly half-hour show that profiles three real life young people who have dealt successfully with hardships and challenges. The program delivers entertainment that young adults enjoy watching, while promoting a value system that enforces a strong source of purpose and worthiness, and helps viewers develop positive character values
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Other Matters (13 of 18)	Response
Program Title	AQUA KIDS ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, 7-7:30am Multicast Channel 12.3
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.

Other Matters (14 of 18)	Response
Program Title	BETA RECORDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, 7:30-8:00am Multicast Channel 12.3
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-to's, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.

Other Matters (15 of 18)	Response
Program Title	ANGEL'S FRIENDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday, 7:00-7:30am Multicast Channel 12.3
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.	Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels!!! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils.
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Other Matters (16 of 18)

	Response
Program Title	MUSTARD PANCAKES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday, 7:30-8:00am Multicast Channel 12.3
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.	MUSTARD PANCAKES is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo, definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

Other Matters (17 of 18)

	Response
Program Title	AQUA KIDS ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday, 7-7:30am Multicast Channel 12.3
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.

Other Matters (18 of 18)

	Response
Program Title	ARIEL & ZOEY & ELI, TOO
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday, 7:30-8:00am Multicast Channel 12.3

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.	ARIEL & ZOEY & ELI, TOO (AZE2) introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief. AZE2 have performed at Detroit Pistons basketball games, before New York Mets games at Citi Field, Shea Stadium, and in our Nation's Capital where they performed for children of wounded troops at Walter Reed Army Medical Center.

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>MEDIA GENERAL COMMUNICATIONS HOLDINGS, LLC</p>

Attachments

No Attachments.