



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003613825** | File Number: **CPR-154906** | Submit Date: **06/30/2014** | Call Sign: **WLVI** | Facility ID: **73238** | City:  
**CAMBRIDGE** | State: **MA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**06/30/2014** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2014**

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    | CW                  |
|              | Nielsen DMA           | Boston              |
|              | Web Home Page Address | www.cw56.com        |

Digital Core  
Programming

| Question  | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream  | 4.0      |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream  | 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:  | 3.0      |
| 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(8)

| Digital Core Program (1 of 8)  | Response   |
|--|--|
| Program Title  | Eco Company  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 7:30AM  |
| Total times aired at regularly scheduled time  | 13   |
| Total times aired  |  |
| Number of Preemptions  | 0  |
| Number of Preemptions for other than Breaking News   |  |
| Number of Preemptions Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team learns about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop new ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally the show provides weekly practical tips that teens, and people of all ages can use in their daily lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes  |

|  |  |
|--|--|
| Program Title  | Sports Stars of Tomorrow   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 8AM   |
| 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. | "Sports Stars of Tomorrow" profiles the top national and local college, high school and youth sports talent, providing an in-depth, storytelling look at the hard work and dedication it takes to achieve their goals. Sports Stars of Tomorrow will inspire and set a peer-to-peer example for today's teams. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program<br>(3 of 8)                   |  | Response             |
|--|--|----------------------|
| Program Title                                      |  | Animal Atlas         |
| Origination  |  | Syndicated           |
| Days/Times Program Regularly Scheduled             |  | Sundays, 8:30AM      |
| Total times aired at regularly scheduled time      |  | 13                   |
| Total times aired                                  |  |                      |
| Number of Preemptions                              |  | 0                    |
| Number of Preemptions for other than Breaking News |  |                      |
| Number of Preemptions Rescheduled                  |  |                      |
| Length of Program                                  |  | 30 mins              |
| Age of Target Child Audience                       |  | 13 years to 16 years |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Animal Atlas" is an entertaining and educational half-hour wildlife program that introduces young viewers to every kind of animal imaginable from all over the world. The program promotes a better understanding of how species live and what they need to survive. Viewers discover how animals find food, how family units operate and how they play. Along the way, the program also educates the audience about endangered species and how to support wildlife conservation. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (4 of 8)  | Response   |
|--|--|
| Program Title  | Jack Hanna's Into the Wild   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 9:00AM  |
| 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  | 9  |
| 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. | "Into the Wild" is based around Jack Hanna traveling around the world with his friends and family, taking viewers to his favorite destinations and introducing them to new and amazing creautres each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (5 of 8) | Response                 |
|-------------------------------|--------------------------|
| Program Title                 | Coollest Places on Earth |
| Origination                   | Syndicated               |

|  |   |
|--|---|
| Days/Times Program Regularly Scheduled   | Sundays, 9:30AM   |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Coolest Places on Earth is an educational and informative program that takes young viewers on a journey of discovery to the most astonishing places on the planet--cities, festivals, landmarks and jaw-dropping works of nature--exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography and culture. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core Program (6 of 8)                 |                           | Response |
|---|---------------------------|----------|
| Program Title                                 | Rescue Heroes             |          |
| Origination                                   | Network                   |          |
| Days/Times Program Regularly Scheduled        | Saturdays, 7AM and 7:30AM |          |
| Total times aired at regularly scheduled time | 26                        |          |
| Total times aired                             |                           |          |
| Number of Preemptions                         | 0                         |          |



|  |  |
|--|--|
| Number of Preemptions for other than Breaking News   |  |
| Number of Preemptions Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 6 years to 11 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up to the minute knowledge, high tech hardware and cutting-edge technology, they are dedicated to promoting safety and saving lives everywhere. Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man made disasters. Each half hour is comprised of two 11 minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages to keep an open mind, ask for help, face your fears, persistence pays off, be prepared, and emphasizes procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes  |

| Digital Core Program<br>(7 of 8)                   |  | Response |
|--|--|----------|
| Program Title                                      | Ariel & Zooley, Eli Too (Digital Multicast Only, Ch. 56.2) |          |
| Origination  | Network  |          |
| Days/Times Program Regularly Scheduled             | Saturdays, 7AM, 7:30AM, 9AM and 9:30AM                     |          |
| Total times aired at regularly scheduled time      | 52   |          |
| 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   | 2 years to 6 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Ariel & Zooey, Eli Too, also known as AZE2, provides core programming in the areas of music, art and history. For example, the show introduces the viewer to people who have accomplished great things and have a positive message for kids. Of course, there is plenty of music in the show. AZE2's central theme is to empower children to accomplish their goals and their dreams. There is always a focus on important life lessons--treating others with respect and kindness. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (8 of 8)  |  | Response  |
|--|--|---|
| Program Title  |  | Steal the Show (Digital Multicast Only, Ch. 56.2)   |
| Origination  |  | Network   |
| Days/Times Program Regularly Scheduled   |  | Saturdays, 8AM and 8:30AM   |
| Total times aired at regularly scheduled time  |  | 26  |
| Total times aired  |  |   |
| Number of Preemptions  |  | 0   |
| Number of Preemptions for other than Breaking News   |  |   |
| Number of Preemptions Rescheduled  |  |   |
| Length of Program  |  | 30 mins   |
| Age of Target Child Audience   |  | 3 years to 6 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. |  | Follow Ariel, Zooey and Eli and Grammy winner Jim Peterik as they work together to record an album. The viewer is taken behind the scenes to learn all of the parts necessary in the recording process. The show uses the music they create to address issues and concerns of children today while encouraging them to set goals, go for their dreams and be good citizens. |
| 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  | Joan McCready   |
| Address   | 7 Bulfinch Place  |
| City  | Boston  |
| State   | MA  |
| Zip   | 02114   |
| Telephone Number  | (617) 725-0672  |
| Email Address   | jmccready@whdh.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. | <p>On December 1, 2006, an application for the renewal of the license of WLVI was filed timely with the FCC. That license renewal application remains pending. WLVI completed its DTV transition and terminated all analog operations by June 12, 2009. On January 25, 2011 the station launched The Country Network (TCN) as a digital subchannel. Children's programming information for TCN, now called Zuus Country Network, is included in this report. EXHIBIT - "A" -PUBLIC SERVICE ANNOUNCEMENTS: For a complete listing of public service announcements designed specifically for children, please refer to WLVI's on-line Public Inspection File. EXHIBIT "B" -NON-BROADCAST EFFORTS: The following events were publicized on the Kids' Calendar section of the station's website: KidsBuild 2014; New Philharmonic Orchestra's Alice in Wonderland; Wheelock Family Theatre's Where the Mountain Meets the Moon; Jewish Community Center's Topsy Turvy Pajama Shabbat; Sheepshearing Festival at Gore Place; Ipswich River Wildlife Sanctuary's Sense of Wonder Walk; Lexington Fife and Drum Muster; Project Bread's Walk for Hunger; Boston Center for the Arts Create Your Own Superhero Workshop; Duckling Day Parade on Boston Common; Vilna Chul Cultural Center's Children's Day Celebration; 7NBC-CW56-Boston Medical Center Health and Fitness Expo; Community House of Hamilton and Wenham presentation of Little Women, the Musical Tours of the station's newsroom were provided to the following during this quarter: 04/04 /2014: Tour for a group of students from Newton-Wellesley 04/17/2014: Tour for a group of Communication Students from Boston University 04/22/2014: Tour for a group of students from Ursline Academy 04/24/2014: Tour for a student from Melrose Middle School and his family 05/13 /2014: Tour for a group of students from Mashpee High School 05/20/2014: Tour for a group of students from the Gifford School 06/03/2014: Tour for a group of students from Northeastern University 7News Meteorologists visited the following schools to teach children about forecasting the weather: 04/23/2014: St. Pius School 05/03/2014: Emcee MIT Science and Engineering Fair</p> |

Other Matters (9)

| Other Matters (1 of 9)   | Response   |
|--|--|
| Program Title  | Eco Company  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 7:30AM  |
| Total times aired at regularly scheduled time  | 10   |
| 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. | Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team learns about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop new ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally the show provides weekly practical tips that teens, and people of all ages can use in their daily lives. |

| Other Matters (2 of 9)   | Response   |
|--|--|
| Program Title  | Sports Stars of Tomorrow   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 8AM   |
| 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. | "Sports Stars of Tomorrow" profiles the top national and local college, high school and youth sports talent, providing an in-depth, storytelling look at the hard work and dedication it takes to achieve their goals. Sports Stars of Tomorrow will inspire and set a peer-to-peer example for today's teams. |

| Other Matters (3 of 9) | Response     |
|------------------------|--------------|
| Program Title          | Animal Atlas |
| Origination            | Syndicated   |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | Sundays, 8:30AM  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Animal Atlas" is an entertaining and educational half-hour wildlife program that introduces young viewers to every kind of animal imaginable from all over the world. The program promotes a better understanding of how species live and what they need to survive. Viewers discover how animals find food, how family units operate and how they play. Along the way, the program also educates the audience about endangered species and how to support wildlife conservation. |
| <b>Other Matters (4 of 9)</b>  |  |
| Program Title  | Jack Hanna's Into the Wild   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 9:00AM  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Into the Wild" is based around Jack Hanna traveling around the world with his friends and family, taking viewers to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide   |
| <b>Other Matters (5 of 9)</b>  |  |
| Program Title  | Coolest Places on Earth  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 9:30AM  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | From jaw-dropping works of nature to the most amazing creations of humankind--this program visits three unique locations around the world each week and looks at why they deserve to be called one of the coolest places on earth.   |

| Other Matters (6 of 9)   | Response   |
|--|--|
| Program Title  | Rescue Heroes  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturdays, 7AM and 7:30AM  |
| Total times aired at regularly scheduled time  | 26   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 6 years to 11 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Rescue Heroes are a crack team of international emergency response professionals who travel the globe to help those in danger. Equipped with the latest up to the minute knowledge, high tech hardware and cutting-edge technology, they are dedicated to promoting safety and saving lives everywhere. Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man made disasters. Each half hour is comprised of two 11 minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages to keep an open mind, ask for help, face your fears, persistence pays off, be prepared, and emphasizes procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |

| Other Matters (7 of 9)   | Response   |
|--|--|
| Program Title  | Awesome Adventures   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sundays, 7:30AM  |
| Total times aired at regularly scheduled time  | 3  |
| 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. | "Awesome Adventures" is a half-hour weekly teen adventure series. The host, as well as two different teens, travel each week to destinations around the world that can be both exotic and remote. "Awesome Adventures" is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. This series is designed with a goal to make learning fun. |

| Other Matters (8 of 9) | Response |
|------------------------|----------|
|------------------------|----------|



|  |   |
|--|---|
| Program Title  | Steal the Show (Digital Multicast Only, Ch. 56.2)   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturdays, 8AM and 8:30AM   |
| Total times aired at regularly scheduled time  | 26  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  |   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Follow Ariel, Zooey and Eli and Grammy winner Jim Peterik as they work together to record an album. The viewer is taken behind the scenes to learn all of the parts necessary in the recording process. The show uses the music they create to address issues and concerns of children today while encouraging them to set goals, go for their dreams and be good citizens. |

| Other Matters (9 of 9)   | Response   |
|--|--|
| Program Title  | Ariel & Zooey, Eli Too (Digital Multicast Only, Ch. 56.2)  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturdays, 7AM, 7:30AM, 9AM and 9:30AM   |
| Total times aired at regularly scheduled time  | 52   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 2 years to 6 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Ariel & Zooey, Eli Too, also known as AZE2,provides core programming in the areast of music, cart and history. For example, the show introduces the viewer to people who have accomplished great things and have a positive message for kids. Of course, there is plenty of music in the show. AZE2's central theme is to empower children to accomplish their goals and their dreams. There is always a focus on important life lessons--treating others with respect and kindness. |

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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>WHDH-TV, Inc.</b></p> |

**Attachments**

No Attachments.