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# Children's Television Programming Report

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**WILMINGTON** | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/06/2012** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2012**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant  
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Wilmington NC
	Web Home Page Address	www.wect.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:	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(12)

Digital Core Program (1 of 12)	Response
Program Title	The Zula Patrol (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10a-10:30a, 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Zula Patrol" is an animated show about six extraterrestrial characters-Captain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wigg-who learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take over the universe. Each character exhibits unique abilities and traits that, combined with their new knowledge, help them problem-solve their way through their journeys. Using an integrated approach to target diverse learning styles, the show communicates its educational messages through narratives and a two-part information segment at the end of each story. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's scheduling of French Open Tennis on 6/9/12, and subsequent overrun of French Open on 6/10/12, the 6/9/12 episode of The Zula Patrol was rescheduled to 1p-1:30p on 6/17/12.
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	The Zula Patrol (main digital channel programming)
List date and time rescheduled	06-17-2012/1p-1:30p
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06-09-2012/ZUL118
Reason for Preemption	Sports

Digital Core Program (2 of 12)	Response
Program Title	Shelldon (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30a-11a, 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Shelldon", is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's scheduling of French Open Tennis on 6/9/12, and subsequent overrun of French Open on 6/10/12, the 6/9/12 episode of Shelldon was rescheduled to 1:30p-2p on 6/17/12.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Shelldon (main digital channel programming)
List date and time rescheduled	06-17-2012/1:30p-2p
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06-09-2012/SHL013
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	Jane And The Dragon (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11a-11:30a, 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13

Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Jane And The Dragon" is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's scheduling of French Open Tennis on 6/9/12, and subsequent overrun of French Open on 6/10/12, the 6/9/12 episode of Jane And The Dragon was rescheduled to 3p-3:30p on 6/10/12.
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	Jane And The Dragon (main digital channel programming)
List date and time rescheduled	06-10-2012/3p-3:30p
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06-09-2012/JAD207
Reason for Preemption	Sports

Digital Core Program (4 of 12)	Response
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Program Title	Babar (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30a-12p, 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Babar", based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. "Babar", first appeared on the schedule in 2007, and is returning with new episodes in 2009. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's scheduling of French Open Tennis on 6/9/12, and subsequent overrun of French Open on 6/10/12, the 6/9/12 episode of Babar was rescheduled to 3:30p-4p on 6/10/12.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Babar (main digital channel programming)

List date and time rescheduled	06-10-2012/3:30p-4p
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06-09-2012/BAR207
Reason for Preemption	Sports

Digital Core Program (5 of 12)	Response
Program Title	Willa's Wild Life (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12p-12:30p, 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Willa's Wild Life" is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets: an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's scheduling of French Open Tennis, NBC Moved the 6/2/12 episode of Willa's Wild Life up to 9a-9:30a on 6/2/12.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life (main digital channel programming)
List date and time rescheduled	06-02-2012/9a-9:30a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06-02-2012/WIL006
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	Pearlie (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:30p-1p, 04/07/12-06/30/12
Total times aired at regularly scheduled time	11
Total times aired	13

Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie" is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6-10 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's scheduling of NHL Hockey, NBC moved the 5/5/12 episode of Pearlie to 9:30a-10a on 5/5/12. Due to NBC's scheduling of French Open Tennis, NBC moved the 6/2/12 episode of Pearlie to 9:30a-10a on 6/2/12.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Pearlie (main digital channel programming)
List date and time rescheduled	05-05-2012/9:30a-10a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05-05-2012/PEA101
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie (main digital channel programming)
List date and time rescheduled	06-02-2012/9:30a-10a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06-02-2012/PEA109
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	Real Life 101 (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 04/07/2012-06/30/2012, 11am-11:30am
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.	What do you want to be when you grow up? Watch as our energetic hosts introduce teens and young adults to real people doing real jobs. In compliance with the Children's Television regulations that became effective 1/2/97, "Real Life 101" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Ultimate Choice (digital multi-cast channel programming)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 04/07/2012-06/30/2012, 11:30am-12pm
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.	Join eight young adults as they experience an extreme Wild West adventure of a lifetime set against the beautiful backdrop of Arizona and New Mexico. In compliance with the Children's Television regulations that became effective 1/2/97, "Ultimate Choice" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (9 of 12)</b> <b>Response</b>	
Program Title	Animal Atlas (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 04/07/2012-06/30/2012, 12pm-12:30pm
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" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations that became effective 1/2/97, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Safari Tracks (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 04/07/2012-06/30/2012, 11:30am-12p
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.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, SAFARI TRACKS takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and iblings. "Safari Tracks" educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations that became effective 1/2/97, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Teen Kid News (digital multi-cast channel programming)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays, 04/07/2012-06/30/2012, 12p-12:30p	
Total times aired at regularly scheduled time	12	
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.	Teen Kid News highlights positive stories about kids doing amazing things and helping to make the world a better place. In compliance with the Children's Television regulations that became effective 1/2/97, Teen Kid News features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Teen Kid News (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 04/07/2012-06/30/2012, 12:30p-1p
Total times aired at regularly scheduled time	12
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.	Teen Kid News highlights positive stories about kids doing amazing things and helping to make the world a better place. In compliance with the Children's Television regulations that became effective 1/2/97, Teen Kid News features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Gary McNair
Address	322 Shipyard Blvd.
City	Wilmington
State	NC
Zip	28412
Telephone Number	910-791-8070
Email Address	gmcnair@wect.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.	"The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. Wilmington, NC, was selected as the first United States television market to broadcast entirely in digital. This early transition took place on September 8, 2008. Being within the Wilmington, NC, market, WECT was one of the stations to take part in the early digital transition. On September 8, 2008, WECT ceased its analog signal and converted to digital. Since September 8, 2008 WECT has operated as a digital-only station. This FCC 398 was filled out based on the fact that WECT no longer has any analog programming. Therefore, question 10 reports all of our main digital channel programming, as well as our multi-cast digital channel programming. Also, since WECT ceased analog operations and converted to digital-only operations prior to the start of the reporting period, Questions 7(b) and 7(c) are no longer applicable. On 9 /26/11, WECT's digital multi-cast channel changed from WECT Plus, to Bounce Wilmington.

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Noodle And Doodle (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 10a-10:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (2 of 12)	Response
Program Title	The Pajanimals (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 10:30a-11a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (3 of 12)	Response
Program Title	Poppy Cat (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 11a-11:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (4 of 12)	Response
Program Title	Justin Time (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 11:30a-12p

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination.In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
<b>Other Matters (5 of 12)</b>	
	<b>Response</b>
Program Title	Lazy Town (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 12p-12:30p
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town promotes fitness and healthful habits for preschool children. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (6 of 12)	Response
Program Title	The Wiggles (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 12:30p-1p
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool child.In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (7 of 12)	Response
Program Title	Real Life 101 (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 10a-10:30a
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.	What do you want to be when you grow up? Watch as our energetic hosts introduce teens and young adults to real people doing real jobs. In compliance with the Children's Television regulations that became effective 1/2/97, Real Life 101 features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
<b>Other Matters (8 of 12)    Response</b>	
Program Title	Ultimate Choice (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 10:30a-11a
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.	Join eight young adults as they experience an extreme Wild West adventure of a lifetime set against the beautiful backdrop of Arizona and New Mexico. In compliance with the Children's Television regulations that became effective 1/2/97, Ultimate Choice features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
<b>Other Matters (9 of 12)    Response</b>	
Program Title	Animal Atlas (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 11a-11:30a
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.	Travel the globe and meet every kind of animal imaginable. Learn about their lives, their history, and the adaptations that allow them to survive and thrive. In compliance with the Children's Television regulations that became effective 1/2/97, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
<b>Other Matters (10 of 12)    Response</b>	
Program Title	Safari Tracks (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 11:30a-12p

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.	Explore the magnificent African continent, from the brush lands of the Savanna to the great Okavango delta and the mysterious world of the wildlife. In compliance with the Children's Television regulations that became effective 1/2/97, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (11 of 12)	Response
Program Title	Teen Kid News (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 12p-12:30p
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.	Teen Kids News highlights positive stories about kids doing amazing things and helping to make the world a better place. In compliance with the Children's Television regulations that became effective 1/2/97, Teen Kid News features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (12 of 12)	Response
Program Title	Teen Kid News (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 07/07/12-09/29/12, 12:30p-1p
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.	Teen Kids News highlights positive stories about kids doing amazing things and helping to make the world a better place. In compliance with the Children's Television regulations that became effective 1/2/97, Teen kid News features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

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>WECT License Subsidiary, LLC</b></p>

**Attachments**

No Attachments.