



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003778909** | File Number: **CPR-136426** | Submit Date: **01/10/2013** | Call Sign: **WNUV** | Facility ID: **7933** | City:
BALTIMORE | State: **MD**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2013 | Filing Status: **Active**

Report reflects information for : **Fourth 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	CW
	Nielsen DMA	Baltimore
	Web Home Page Address	www.cwbaltimore.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	0.0
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:	0.0
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	Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:30a (10/6/12-12/29/12)
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 8a (10/5/12- 12/28/12)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)		Response
Program Title		Mad About
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @ 10a (10/6/12-12/29/12)
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a sketch-comedy/variety show aimed at educating and entertaining kids using a creative mixture of humor, improv, animation, and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.
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		Real Life 101
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thursdays @ 8a (10/4/12-12/27/12)
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This program presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience.
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		Sports Stars of Tomorrow
Origination		Syndicated

Days/Times Program Regularly Scheduled	Saturdays @ 11a (10/6/12-12/29/12)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program focuses on amateur athletes who display a drive,determination, and a commitment to excellence that pays off both in competition and in life. The program tells the stories of individuals, teams, and communities that work to achieve greatness. It focuses on accomplishment, highlights exceptional performances, and emphasizes the results of teamwork, and discipline. Often, the show will include highlight stories on players and coaches to emphasize key attributes, such as commitment, perseverance, dedication, and avoidance of negative life factors such as drugs and alcohol, which allow the athlete to succeed.
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	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 8a (10/1/12-12/31/12)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program informs and educates kids about the world of dogs. Every episode includes valuable information about dog care and pet responsibility, plus tips from vets and trainers. Young viewers learn about various types of dogs, and how they are more than just pets.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)		Response
Program Title		Dragon Fly
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tuesdays @ 8a (10/2/12-12/25/12)
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.
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	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 8a (10/3/12-12/26/12)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays @ 5a & 5:30a (10/6/12-12/29/12)
Total times aired at regularly scheduled time:	26
Number of Preemptions	
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.	Each week the Rescue Heroes are called into action to mobilize around the globe to protect the world from natural and man-made disasters. 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 program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Belinda Johnson
Address	2000 West 41st Street
City	Baltimore
State	MD
Zip	21211
Telephone Number	410-662-9688
Email Address	bmjohnso@cunninghambroadcasting.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.	During 4th Quarter 2012: WNUV-TV aired and produced numerous PSA's directly relating to children. An employee of WNUV-TV also serves on the Board of Directors for the Fuel Fund of Maryland, a Maryland nonprofit that helps low-income families pay their utility bills. Over half the people the Fuel Fund help are children. The Fuel Fund of Maryland helps keep children safe and warm. A weekly and monthly calendar is also produced for the website and broadcast that promotes local events geared for families and children.

Other Matters (8)

Other Matters (1 of 8)		Response
Program Title		Dog Tales
Origination		Syndicated
Days/Times Program Regularly Scheduled		Mondays @ 8am (1/7/13-3/25/13)
Total times aired at regularly scheduled time		12
Length of Program		30 mins
Age of Target Child Audience from		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This program informs and educates kids about the world of dogs. Every episode includes valuable information about dog care and pet responsibility, plus tips from vets and trainers. Young viewers learn about various types of dogs, and how they are more than just pets.

Other Matters (2 of 8)		Response
Program Title		Dragon Fly
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tuesdays @ 8am (1/1/13-3/26/13)
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.

Other Matters (3 of 8)		Response
Program Title		On The Spot
Origination		Syndicated
Days/Times Program Regularly Scheduled		Wednesdays @ 8am (1/2/13-3/27/13)
Total times aired at regularly scheduled time		13
Length of Program		30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic.
Other Matters (4 of 8)	
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 8am (1/3/13-3/28/13)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience.
Other Matters (5 of 8)	
Program Title	Career Days
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 8am (1/4/13-3/29/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"
Other Matters (6 of 8)	
Program Title	Mad About
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays @ 10am (1/5/13-3/30/13)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a sketch-comedy/variety show aimed at educating and entertaining kids using a creative mixture of humor, improv, animation, and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.

Other Matters (7 of 8) Response	
Program Title	Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:30am (1/5/13-3/30/13)
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the main digital stream.

Other Matters (8 of 8) Response	
Program Title	Sports Starts of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 11a (1/5/13-3/30/13)
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program focuses on amateur athletes who display a drive,determination, and a commitment to excellence that pays off both in competition and in life. The program tells the stories of individuals, teams, and communities that work to achieve greatness. It focuses on accomplishment, highlights exceptional performances, and emphasizes the results of teamwork, and discipline. Often, the show will include highlight stories on players and coaches to emphasize key attributes, such as commitment, perseverance, dedication, and avoidance of negative life factors such as drugs and alcohol, which allow the athlete to succeed.

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>Baltimore (WNUV-TV) Licensee</p>

Attachments

No Attachments.