



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0015431570** | File Number: **CPR-174460** | Submit Date: **10/08/2015** | Call Sign: **WTLF** | Facility ID: **82735** | City:  
**TALLAHASSEE** | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/08/2015** | Filing Status: **Active**

Report reflects information for : Third Quarter of 2015

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
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Tallahassee-Thomasville GA
	Web Home Page Address	www.thecwtally.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	7.0
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(9)

Digital Core Program (1 of 9)	Response
Program Title	CALLING DR. POL
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00am-7:30am, 7:30am-8:00am, 8:00am-8:30am
Total times aired at regularly scheduled time	39
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	THE DOG WHISPERER WITH CESAR MILLAN: FAMILY EDITION
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am, 9:00am-9:30am, 9:30am-10:00am 10:00am-10:30am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9)	Response
Program Title	DOG TOWN, USA
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30am-11:00am
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.	Dog town follows the stories of orphaned, unwanted, or problem dogs who find their way to Best Friends Animal Society. They are each rehabilitated by volunteers and employees for adoption or spend the rest of their lives in foster care at the Dogtown facility. Viewers learn the proper treatment of animals, volunteerism and social responsibility. Episode examples include rescuing dogs from a puppy mill, and the staff launching a new program to turn shelter dogs into search and rescue dogs. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 9)	Response
Program Title	EXPEDITION WILD
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:00am-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.	Wildlife expert Casey Anderson showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places. Through this program viewers will have a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of adventures, such as paddling the Grand Canyon, skiing with wolverines in British Columbia, observing mountain lions in Montana, staking out the scavengers of Yellowstone, investigating a raven's nest, observing polar bears on Alaska's northern slope and climbing rugged extremes in pursuit of Maine's black bears. These adventures will bring the viewer a rare experience with endangered species, some deadly, others dashing in the stunning natural ecosystem they call home. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 9)		Response
Program Title		ROCK THE PARK
Origination		Network
Days/Times Program Regularly Scheduled		SATURDAYS 11:30am-12:00pm
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		5
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 follows hosts Jack Steward and Colton Smith as they come face to face with nature in America's national parks. Viewers will learn about the wonders of nature and the variety of wild animals that inhabit America. The hosts' adventures may inspire viewers to visit and explore the vast resources the national parks provide. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (6 of 9)		Response
Program Title		LIVE LIFE AND WIN (7/4/15-9/12/15)



Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 12:00pm-12:30pm
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program airs on the station's main digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 9)		Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION (7/4/15-9/12/15)	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAYS 12:30pm-1:00pm	
Total times aired at regularly scheduled time	10	
Total times aired	11	
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	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 gives young viewers an inside look at how their favorite shows and movies are made. Program topics include subjects such as animation, producing and directing, costume design, casting and 3D technology. By introducing the viewers to behind-the-scenes film Making, it gives them an idea of career opportunities focusing on the creative, technical and artistic skills needed in the motion picture and television industries. This program airs on the station's main digital channel.
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	MADE IN HOLLYWOOD: TEEN EDITION (7/4/15-9/12/15)
List date and time rescheduled	09/12/15 at 4:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-12
Episode #	
Reason for Preemption	Sports

Digital Core Program (8 of 9)	Response
Program Title	ON THE SPOT (7/4/15-9/12/15)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 1:00pm-1:30pm
Total times aired at regularly scheduled time	10
Total times aired	10
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	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. This program airs on the station's main digital channel.
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	ON THE SPOT (7/4/15-9/12/15)
List date and time rescheduled	09/12/15 at 4:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-12
Episode #	
Reason for Preemption	Sports

Digital Core Program (9 of 9)	Response
Program Title	ELIZABETH STANTON'S GREAT BIG WORLD (7/4/15-9/13/15)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 1:30pm-2:00pm
Total times aired at regularly scheduled time	10
Total times aired	11
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	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 addresses areas of particular concern to young teens; including global, social, educational and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. The program combines exciting, fun and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program airs on the station's main digital channel.
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	ELIZABETH STANTON'S GREAT BIG WORLD (7/4 /15-9/13/15)
List date and time rescheduled	09/13/15 at 5:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-12
Episode #	
Reason for Preemption	Sports

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	Susan Connors
Address	1181 HIGHWAY 315
City	Wilkes-Barre
State	PA
Zip	18702
Telephone Number	570-970-5629
Email Address	sconnors@newagemediatv.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.	WTLF's PSA commitment consists of: Big Brothers & Big Sisters of the Big Bend, Griffin Middle School Band, Tallahassee Memorial Hospital Baby Fair, PACE Center for Women and Girls, FSU Autism Institution. In addition, WTLH partners with Big Brothers & Big Sisters annual fundraiser, serves as the media consultant for the Pediatric Intensive Care Giving Fund for Tallahassee Memorial Hospital and is a media sponsor for their annual Baby Fair (an educational health event for young and expecting families). WTLH is involved with the Early Steps Program for the children's Home Society of Florida which serves as a liaison between parents of developmentally delayed children and the public school system. In addition, WTLH partakes in the Annual Wish Upon a Star fundraiser for the Children's Home Society of Florida by being the exclusive television sponsor and media adviser for the marketing event. WTLH is a media supporter for the Pace Center for Girls, which raises funds for the Annual Celebration of Women and Girls, an event that showcases diverse performances by local women and girls.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	CALLING DR. POL
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00am-7:30am & 7:30-8:00am
Total times aired at regularly scheduled time	26
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program will air on the station's main digital channel.

Other Matters (2 of 7)	Response
Program Title	DOG TOWN, USA
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00am-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.	Dog town follows the stories of orphaned, unwanted, or problem dogs who find their way to Best Friends Animal Society. They are each rehabilitated by volunteers and employees for adoption or spend the rest of their lives in foster care at the Dogtown facility. Viewers learn the proper treatment of animals, volunteerism and social responsibility. Episode examples include rescuing dogs from a puppy mill, and the staff launching a new program to turn shelter dogs into search and rescue dogs. This program will air on the station's main digital channel.

Other Matters (3 of 7)	Response
Program Title	THE DOG WHISPERER WITH CESAR MILAN: FAMILY EDITION
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30am-9:00am, 9:00am-9:30am, 9:30am-10:00am 10:00am-10:30am



Total times aired at regularly scheduled time	52
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.	In this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program will air on the station's main digital channel.

Other Matters (4 of 7)	Response
Program Title	SAVE OUR SHELTER
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30am-11:00am
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.	This program focuses on the rescue of animal shelters and pets in need across America. With the help of local community members, the program helps transform rundown shelters into highly functioning pet showplaces in the hopes that a new facade will ultimately result in more adoptions and more lives saved. Children will learn about the need for pet adoption throughout the United States, providing a clean and well-equipped home is essential to a pet's healthy lifestyle, and will demonstrate the proper care of pets. This program will air on the station's main digital channel.

Other Matters (5 of 7)	Response
Program Title	HATCHED
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00am-11:30am
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.	This program features how teens can successfully pursue their entrepreneurial dreams. Each week, a team of business leaders teaches basic but critical skills needed to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies. Hatched helps teens develop confidence and business savvy and brings young entrepreneurs to the table encouraging them to step up and seize their dreams. This program will air on the station's main digital channel.
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Other Matters (6 of 7)	Response
Program Title	DREAM QUEST
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30Am-12:00pm
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 floating classroom. The captain and crew take children on an interactive learning voyage. In each episode, children may learn about the world's oceans, marine life, ecology and careers in science. This program will air on the station's main digital channel.

Other Matters (7 of 7)	Response
Program Title	ORIGINS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday and Sunday, 8:00am-8:30am & 8:30am-9:00am
Total times aired at regularly scheduled time	36
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 explores the origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature, and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars & Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives. This program will air on the station's main digital channel 2.

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>MPS Media of Tallahassee License, LLC</b></p>

**Attachments**

No Attachments.