

Children's Television Programming Report

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 WNUV
 Facility ID:
 7933
 City:

 BALTIMORE
 State:
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Report reflects information for : Third Quarter of 2012

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

Applicant	Applicant Name, Typ	e, and Contact Info	rmation		
Information	Applicant	Address	Phone	Email	Applicant Type

t	Contact Name	Address	Phone	Email	Contact Type
-					

Contact Representatives (0)

Children's	Section	Question	Response	
Television Information	Station Type	Station Type	Network Affiliation	١
		Affiliated network	CW	
		Nielsen DMA	Baltimore	
		Web Home Page Address	www.cwbaltimore	e.com
Digital Core	Question			Response
Programming	State the average number of hours of Core Programming per week broadcast by the station on its main program stream			4.0
	State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream			168.0
	State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:			3.0
	Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?			Yes
	programming guideline (applie	at least 50% of the Core Programming counted toward meeting ad to free video programming aired on other than the main Yes N gram episodes that had already aired within the previous seven d	o program	Yes

station's main program stream or on another of the station's free digital program streams?

Digital Core Programs(10)

Digital Core Program (1 of 10)	Response
Program Title	Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:30a (7/7/12-9/29/12)
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. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 8a (7/6/12-9/28/12)
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?" This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 10)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10a (7/7/12-9/29/12)
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.	Mad About 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. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Beta Records TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7a (7/7/12-8/25/12)
Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program aired on the secondary digital stream, COOL TV, channel 54.2. The station ceased broadcasting on this secondary channel on 8/31/12.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

Digital Core Program (5 of 10)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 8a (7/5/12-9/27/12)
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.	"Real Life 101" 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. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program (6 of 10)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 11a (7/7/12-9/29/12)
Total times aired at regularly scheduled time	13

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Sports Stars of Tomorrow 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 alcoho which allow the athlete to succeed. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 10)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 8a (7/2/12-9/24/12)
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.	Dog Tales 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 that just pets. This program aired on the main digital stream.

Does the Licensee identify the	Yes
program by displaying	
throughout the program the	
symbol E/I?	

Digital Core Program (8 of 10)	Response
Program Title	Dragon Fly
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @ 8a (7/3/12-6/26/12)
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.	Dragon Fly 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. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)	Response
Program Title	On The Spot

Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 8a (7/4/12-9/26/12)
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.	On the Spot is based on national and state curriculum standards and presents trivia every should know in a "man on the street format" designed to be both entertaining and educational. Aimed at audiences aged 13-plus, the new series features questions from ke subjects like science, math, English, history, art, geography and more. This program aired the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 10)	Response
Program Title	Ariel & Zoey & Eli, Too
Origination	Network
Days/Times Program Regularly Scheduled	Mondays-Fridays @ 4:30p (7/2/12-8/31/12)
Total times aired at regularly scheduled time	44
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings, empowers childr accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who exc their profession and have a positive message for kids, introducing guests who perform different genres music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ens that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and er with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow This program aired on the secondary digital stream, COOL TV, channel 54.2. The station ceased broadcasting on this secondary channel on 8/31/12.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Cubix, Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays @ 5a (7/7/12-9/15/12) and 5:30a (7/7/12-8/18/12)
Total times aired at regularly scheduled time:	18
Number of Preemptions	-1
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.	CUBIX is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of the program is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility. This program aired on the main digital stream.
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		
Non-Core Educational and Informational Programming (2 of 2)	Response	
Program Title	Rescue Heroes	
Origination	Network	
Days/Times Program Regularly Scheduled:	Saturdays @ 5a (9/22/12-9/29/12)& 5:30a (8/25/12-9/29/12)	
Total times aired at regularly scheduled time:	8	

Number of Preemptions	-1
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. This program aired on the main digital stream.
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)

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 3rd Quarter 2012: On 9/2/12, WNUV-TV worked with the Muscular Dystrophy Association's Jerry Lewis Telethon to produce and air a local telethon in which we asked our viewers to call in and make donations to the organization that helps children with muscular dystrophy. 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. WNUV-TV served as media sponsor of the Baltimore Office of Promotion and Arts' annual Baltimore Book Festival. The Baltimore Book Festival features children's authors, a storybook parade, crafts, and other activities for children. Fridays After Five is a program of the Maryland Science Center and the National Aquarium in Baltimore in which admission prices decrease after 5p every Friday during the month of September. WNUV-TV supports these two kid oriented attractions with PSA's, news promotion, and web promotion. A weekly and monthly calendar is also produced for the website and broadcast that promotes local events geared for families and children.

Liaison Contact

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 8am (10/1/12-12/31/12)
Total times aired at regularly scheduled time	14
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 Tales 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. This program will air on the main digital stream.
Other Matters (2	

Other Matters (2 of 8)	Response
Program Title	Dragon Fly
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @ 8am (10/2/12-12/25/12)
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.	Dragon Fly 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. This program will air on the main digital stream.

Other Matters (3 of 8)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 8am (10/3/12-12/26/12)
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.	On the Spot is based on national and state curriculum standards and presents trivia everyone should know in a "man on the street format" designed to be both entertaining and educational. Aimed at audiences aged 13-plus, the new series features questions from key subjects like science, math, English, history, art, geography and more. This program will air on the main digital stream.
Other Matters (4 of 8)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 8am (10/4/12-12/27/12)
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.

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"Real Life 101" 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. This program will air on the main digital stream.

Other Matters (5 of 8)	Response
Program Title	Career Days
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 8am (10/5/12-12/28/12)
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?" This program will air on the main digital stream.

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10am (10/6/12-12/29/12)
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.	Mad About 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. This program aired on the main digital stream.
Other Matters (7	of 8) Response
Program Title	Exploration with Jarod Miller
Origination	Syndicated
Days/Times Prog Regularly Schedu	
Total times aired regularly schedule time	
Length of Prograr	m 30 mins
Age of Target Chi Audience from	ild 13 years to 16 years
Describe the educational and informational	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

educational andthe land, air and sea introducing children to places, people and things they have never seen. Theinformationalmission of the program is to inspire viewers to preserve the innate human instinct to explore. Eachobjective of theepisode will reveal to children the world around them in a way that identifies positive role modelsprogram and how itand pro-social values within an environmentally responsible universe. This program will air on themeets the definitionmain digital stream.of Core Programming.

Other Matters
(8 of 8)ResponseProgram TitleSports Starts of TomorrowOriginationSyndicatedDays/Times
Program
Regularly
ScheduledSaturdays @ 11a (10/6/12-12/29/12)

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

Certification	Question	Response
	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. FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID 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. 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).	
	I certify that this application includes all required and relevant attachments.	
	I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	Baltimore (WNUV- TV) Licensee

Attachments No Attachments.