



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0015431570** | File Number: **CPR-121600** | Submit Date: **07/07/2011** | Call Sign: **WTLF** | Facility ID: **82735** | City:
TALLAHASSEE | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/07/2011 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

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	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	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(3)

Digital Core Program (1 of 3)	Response
Program Title	EDGEMONT
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun 11A & 11:30A,12P&12:30P
Total times aired at regularly scheduled time	52
Total times aired	55
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.	Edgemont series is designed to entertain it's youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments to ethical and moral choices and family relationships. The program illustrates the possible consequences of the choices that these viewers may face and the outcomes provide "life lessons" that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and also parents and educators regarding the topics portrayed in the series. Edgemont also touches on significant societal issues and can complement classroom discussions on the following topics: diversity, racism, sexual identity, divorce, teen pregnancy, bullying and alcohol and substance abuse.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 12P & 12:30P
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Provides career information and advice from top industry professionals to teen viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are part of the motion picture, television, music video, and home entertainment industries.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 3)	Response
Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7A & 7:30A
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	To help viewers learn to thoughtfully assess situations and logically set appropriate and responsible goals. To aid viewers to develop techniques associated with critical thinking and creativity in decision-making and problem solving with which to act. To encourage viewers to attain the independence and initiative to act on what is ethically right, and the determination and persistence to carry their aims through to fruition - even in the face of opposition. To teach viewers to accept and appreciate unique abilities and insights in themselves and others, and to employ teamwork to capitalize on individual strengths and overcome individual weaknesses. To encourage viewers to assimilate positive personal qualities, prosocial behaviors and life skills intended to better equip them to take responsible and functional roles within their environment. To increase viewers' core knowledge base and appreciation of the world around us by presenting information across a range of academic areas, including mathematics, language, earth science, ecology, botany, geography and meteorology.
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	DON ABEL
Address	950 COMMERCE BLVD
City	MIDWAY
State	FL
Zip	32343
Telephone Number	850-576- 4990
Email Address	dabel@fox49. 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.	

Other Matters (3)

Other Matters (1 of 3)		Response
Program Title		MADE IN HOLLYWOOD: TEEN EDITION
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT 12P & 12:30P
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.		Provides career information and advice from top industry professionals to teen viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are part of the motion picture, television, music video, and home entertainment industries.

Other Matters (2 of 3)		Response
Program Title		EDGEMONT
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sun 11A & 11:30A, 12P & 12:30P
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.		Edgemont series is designed to entertain it's youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments to ethical and moral choices and family relationships. The program illustrates the possible consequences of the choices that these viewers may face and the outcomes provide "life lessons" that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and also parents and educators regarding the topics portrayed in the series. Edgemont also touches on significant societal issues and can complement classroom discussions on the following topics: diversity, racism, sexual identity, divorce, teen pregnancy, bullying and alcohol and substance abuse.

Other Matters (3 of 3)		Response
Program Title		MAGI NATION

Origination	Network
Days/Times Program Regularly Scheduled	Sat 7A & 7:30A
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SPECIFIC EDUCATIONAL OBJECTIVES: To help viewers learn to thoughtfully assess situations and logically set appropriate and responsible goals. To aid viewers to develop techniques associated with critical thinking and creativity in decision-making and problem solving with which to act. To encourage viewers to attain the independence and initiative to act on what is ethically right, and the determination and persistence to carry their aims through to fruition - even in the face of opposition. To teach viewers to accept and appreciate unique abilities and insights in themselves and others, and to employ teamwork to capitalize on individual strengths and overcome individual weaknesses. To encourage viewers to assimilate positive personal qualities, prosocial behaviors and life skills intended to better equip them to take responsible and functional roles within their environment. To increase viewers' core knowledge base and appreciation of the world around us by presenting information across a range of academic areas, including mathematics, language, earth science, ecology, botany, geography and meteorology.

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>MPS MEDIA OF TALLAHASSEE, LLC</p>

Attachments

No Attachments.