



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-127571** | Submit Date: **01/10/2012** | Call Sign: **WNEM-TV** | Facility ID: **41221** |
City: **BAY CITY** | State: **MI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2012 | Filing Status: **Active**

Report reflects information for : Fourth 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

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	CBS
	Nielsen DMA	Flint-Saginaw-Bay City
	Web Home Page Address	WWW.WNEM.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:	7.0
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(20)

Digital Core Program (1 of 20)	Response
Program Title	DOODLEBOPS ROCKIN ROAD SHOW I
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 7:00AM-7:30AM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 20)	Response
Program Title	DOODLEBOPS ROCKIN ROAD SHOW II
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 7:30AM-8:00AM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 20)	Response
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Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 11:00AM-11:30AM
Total times aired at regularly scheduled time	14
Total times aired	11
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	IN THIS ANIMATED SHOW, A SIX MEMBER TEAM OF ANIMALS AND THEIR TRUSTY ROBOT USE ACTION ADVENTURE STORYLINES, COMEDY, AND SONGS TO IMPART VITAL HEALTH AND SAFETY INFORMATION FOR CHILDREN, PROMOTING THE COGNITIVE, PERSONAL AND PRO-SOCIAL QUALITIES NECESSARY FOR YOUNGSTERS TO CARRY THEM OUT. EACH EPISODE INTRODUCES AN "ARCH NEMESIS" THAT NEVER WANTS TO PLAY BY THE RULES..ENTER THE DANGER RANGERS TO THE RESCUE. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules,
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 20)		Response
Program Title		HORSELAND I

Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 11:30AM-12:00AM
Total times aired at regularly scheduled time	14
Total times aired	10
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated, amazing adventures of kids and their horses who come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids (and their equine companions) must learn to deal with difficult situations and confront an array of problems that put their honesty, their integrity, their self-confidence and sometimes even their friendship to the test. On September 17, 2011 at 12:00pm, WNEM-TV intended to air its rescheduled episode of Horseland II, which had been preempted because of CBS's coverage of the US Open Tennis Tournament. Due to technical difficulties, however, the station aired Doodlebops instead. Program aired 7/2/11-8/27/11 and 9/10/11.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 20) Response	
Program Title	BUSYTOWN MYSTERIES I
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SUNDAY 11:00AM-11:30AM

Total times aired at regularly scheduled time	13
Total times aired	11
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 20)	Response
Program Title	BUSYTOWN MYSTERIES II
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SUNDAY 11:30AM-12:00PM

Total times aired at regularly scheduled time	13
Total times aired	11
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

**Digital Core
Program (7 of 20) Response**

Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 7:00AM-7:30AM
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.	MADE IN HOLLYWOOD: TEEN EDITION IS A NATIONALLY SYNDICATED WEEKLY SERIES. ITS CORE PROGRAMMING TARGETS 13-16 YEAR OLD TEENS WITH SEGMENTS RANGING FROM COVERAGE OF ANIMATION, PRODUCING & DIRECTING TO COSTUME DESIGN, CASTING & COMPOSITING. THE CONTENT RICH SPIN-OFF INTRODUCES ITS AUDIENCE TO BEHIND-THE SCENES FILMMAKING, SPECIAL EFFECTS TECHNIQUES AND CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL AND ARTISTIC SKILLS OF THE MOTION PICTURE AND TELEVISION INDUSTRIES.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 20)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 7:30AM-8:00AM
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.	Animal Rescue serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 20)		Response
Program Title		LIVE, LIFE & WIN!
Origination		Syndicated
Days/Times Program Regularly Scheduled		WNEM-DT2 SATURDAY 8:00am-8:30am
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.		Live Life & Win! is designed to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The series will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (10 of 20)		Response
Program Title		ARIEL & ZOEY & ELI, TOO
Origination		Syndicated
Days/Times Program Regularly Scheduled		WNEM-DT2 SATURDAY 8:30AM-9:00AM
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.	ARIEL & ZOEY & ELI, TOO PROVIDES CORE PROGRAMMING IN THE AREAS OF MUSIC, ART AND HISTORY. THE PROGRAM IS HOSTED BY THREE SIBLINGS WHO ENTERTAIN AND INFORM THEIR AUDIENCE THROUGH SONG, DANCE, MUSIC AND DIALOGUE. EACH EPISODE TEACHES SOMETHING NEW AND PERTINENT TO ADOLESCENT LIFE, INCLUDING FOLLOWING DREAMS AND SETTING GOALS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 20)		Response
Program Title		MONSTERS & PIRATES
Origination		Syndicated
Days/Times Program Regularly Scheduled		WNEM-DT2 SATURDAY 9:00AM-9:30AM
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		6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Two rival students at the famous "Blackbeard Academy" embark on a treasure-hunt challenge that could lead to their graduation and certify them as full-fledged pirates. However, the two must put their differences aside and join forces to defeat their teacher, the dreaded Espadon, who hopes to claim the treasure for himself! Ages 6-12
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 20)		Response
Program Title		ANIMAL ATLAS CLASSICS

Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 9:30AM-10:00AM
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.	ANIMAL ATLAS CLASSICS IS DESIGNED TO EDUCATE AND INFORM KIDS AGE 13 TO 16. THE CLASSIC COLLECTION MAINTAINS THE SERIES' CONNECTION WITH EDUCATIONAL STANDARDS CONSISTENT WITH NATIONALLY PUBLISHED CURRICULUM GOALS IN THE NATURAL SCIENCES
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 20)	Response
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 10:00AM-10:30AM
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.	ANIMAL ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF-HOUR WILDLIFE PROGRAM THAT INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING. ANIMAL ATLAS IS AN EDUCATIONAL/INFORMATIONAL PROGRAM APPEALING TO AGES 13-16.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (14 of 20)		Response
Program Title		AWESOME ADVENTURES
Origination		Syndicated
Days/Times Program Regularly Scheduled		WNEM-DT2 SATURDAY 10:30AM-11:00AM
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 TAKES KIDS, AGES 13-16, ON INCREDIBLE JOURNEYS ALL OVER THE WORLD. THE DESTINATIONS AND ACTIVITIES ARE DIVERSE, FROM SNOWBOARDING DOWN THE ALPS, TO VISITING A RAIN FOREST IN COSTA RICA. THE GOAL IS TO MAKE THIS SERIES TRULY INSPIRATIONAL. ENTERTAINING AND "FAMILY FRIENDLY."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (15 of 20)		Response
Program Title		DOG TALES
Origination		Syndicated
Days/Times Program Regularly Scheduled		WNEM-DT2 SUNDAY 8:00AM-8:30AM
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.	DOG TALES SERVES THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN 13-16 YEARS OF AGE WITH ITS PROGRAM CONTENT, INCLUDING DOG SAFETY AND CARE TIPS, AS WELL AS LESSONS ON THE RESPONSIBILITY OF OWNING A DOG. THE SHOW ALSO PROVIDES INFORMATIVE SEGMENTS ON VARIOUS DOG BREEDS AND SHOWCASES VARIOUS VETERINARY EXPERTS EXPLAINING DIFFERENT ISSUES AFFECTING CANINES. THE WEEKLY SERIES ALSO INCLUDES RECOMMENDED READING LISTS ABOUT DOGS, AND PROMOTES CHILDREN'S WRITING AND CREATIVE SKILLS WITH ESSAY AND ART CONTESTS
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 20)		Response
Program Title		MISSING
Origination		Syndicated
Days/Times Program Regularly Scheduled		WNEM-DT2 SUNDAY 8:30AM-9:00AM
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.		Missing serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (17 of 20)	Response
Program Title	AQUA KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 9:00AM-9:30AM
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.	Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. For over 7 years, host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures and what they've learned about preserving a world for everyone to explore.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 20)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 9:30AM-10:00AM
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	9 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WHADDYADO IS A WEEKLY HALF HOUR EDUCATIONAL SERIES WHICH CHRONICLES REAL-LIFE STORIES INVOLVING ORDINARY TEENS WHO FIND THEMSELVES CAUGHT IN PERILOUS AND CHALLENGING SITUATIONS. THROUGH DRAMATIC RE-ENACTMENTS, OR REAL LIFE FOOTAGE, WHADDYADO SKILLFULLY DOCUMENTS THESE EVENTS, INTERVIEWS THE PARTICIPANTS, AND TALKS TO VARIOUS EXPERTS, WHO EXPLAIN HOW BEST TO REACT. ALSO, IN AN EFFORT TO HELP YOUNG PEOPLE MAKE THE RIGHT DECISION AT THE RIGHT MOMENT, THERE IS A MORAL DILEMMA SEGMENT FEATURED IN EACH SHOW. WHADDYADO IS DESIGNED TO EDUCATE, INSPIRE AND ENTERTAIN CHILDREN 16 AND YOUNGER ABOUT THE WORLD AROUND THEM. EACH EPISODE IS AN EDUCATIONAL LIFE-LESSON, BASED ON REALITY.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 20)	Response
Program Title	MAD ABOUT
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 10:00AM-10:30AM
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.	"MAD ABOUT" PROVIDES CORE PROGRAMMING IN THE AREA OF FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS THAT TIE TO STATE AND NATIONAL EDUCATION STANDARDS. "MAD ABOUT" EXPLORES BEING "GREEN" AND UNDERSTANDING HOW OUR ACTIONS IMPACT THE WORLD.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 20)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 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.	The Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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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	AL BLINKE
Address	107 NORTH FRANKLIN
City	SAGINAW
State	MI
Zip	48607
Telephone Number	989-758-2006
Email Address	AL.BLINKE@WNEM.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.	After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not core programming: "The Outdoorsman" (WNEM-DT2, Sunday 4:30P-5:00P: 10/2, 10/9, 10/23, 10/30, 11/13, 11/27, 12/4, 12/18 2011. The station did not broadcast an analog signal during this quarter. The licensee's response to Question 7 (b) therefore assumes that the station's current main program stream serves as the equivalent to the Station's former analog channel.

Other Matters (21)

Other Matters (1 of 21)	Response
Program Title	DOODLEBOPS ROCKIN ROAD SHOW I
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By means of fantasy, fun, music and rhyme, the Doodlebops teach children about their world and gives them the vital motivation and tools to explore it. Each episode will feature a live-action child who writes to the Doodles for help or advice with a problem. This child then gets "Doodlefied" and enters and animated world of the "Doodlenet" where they can hop on the magical tour bus and travel anywhere their imaginations can take them. Each episode will reinforce a lesson through a musical interlude or song that encapsulates the educational objective or message.

Other Matters (2 of 21)	Response
Program Title	DOODLEBOPS ROCKIN ROAD SHOW II
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 7:30AM-8:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By means of fantasy, fun, music and rhyme, the Doodlebops teach children about their world and gives them the vital motivation and tools to explore it. Each episode will feature a live-action child who writes to the Doodles for help or advice with a problem. This child then gets "Doodlefied" and enters and animated world of the "Doodlenet" where they can hop on the magical tour bus and travel anywhere their imaginations can take them. Each episode will reinforce a lesson through a musical interlude or song that encapsulates the educational objective or message.

Other Matters (3 of 21)	Response
Program Title	DANGER RANGERS
Origination	Network

Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 11:00AM-11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	IN THIS ANIMATED SHOW, A SIX MEMBER TEAM OF ANIMALS AND THEIR TRUSTY ROBOT USE ACTION ADVENTURE STORYLINES, COMEDY, AND SONGS TO IMPART VITAL HEALTH AND SAFETY INFORMATION FOR CHILDREN, PROMOTING THE COGNITIVE, PERSONAL AND PRO-SOCIAL QUALITIES NECESSARY FOR YOUNGSTERS TO CARRY THEM OUT. EACH EPISODE INTRODUCES AN "ARCH NEMESIS" THAT NEVER WANTS TO PLAY BY THE RULES..ENTER THE DANGER RANGERS TO THE RESCUE. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 21)	Response
Program Title	HORSELAND I
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SATURDAY 11:30AM-12:00PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated, amazing adventures of kids and their horses who come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids (and their equine companions) must learn to deal with difficult situations and confront an array of problems that put their honesty, their integrity, their self-confidence and sometimes even their friendship to the test.

Other Matters (5 of 21)	Response
Program Title	BUSYTOWN MYSTERIES I
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SUNDAY 11:00AM-11:30AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 21)	Response
Program Title	BUSYTOWN MYSTERIES II
Origination	Network
Days/Times Program Regularly Scheduled	WNEM-TV SUNDAY 11:30AM-12:00PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 21)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 7:00AM-7:30AM
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.	MADE IN HOLLYWOOD: TEEN EDITION IS A NATIONALLY SYNDICATED WEEKLY SERIES. ITS CORE PROGRAMMING TARGETS 13-16 YEAR OLD TEENS WITH SEGMENTS RANGING FROM COVERAGE OF ANIMATION, PRODUCING & DIRECTING TO COSTUME DESIGN, CASTING & COMPOSITING. THE CONTENT RICH SPIN-OFF INTRODUCES ITS AUDIENCE TO BEHIND-THE SCENES FILMMAKING, SPECIAL EFFECTS TECHNIQUES AND CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL AND ARTISTIC SKILLS OF THE MOTION PICTURE AND TELEVISION INDUSTRIES.
Other Matters (8 of 21)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 7:30AM-8:00AM
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.	Animal Rescue serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values.
Other Matters (9 of 21)	Response
Program Title	LIVE, LIFE & WIN!
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 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.	Live Life & Win! is designed to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The series will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism.

Other Matters (10 of 21)	Response
Program Title	ARIEL & ZOEY & ELI, TOO
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 8:30AM-9:00AM
Total times aired at regularly scheduled time	4
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.	ARIEL & ZOEY & ELI, TOO PROVIDES CORE PROGRAMMING IN THE AREAS OF MUSIC, ART AND HISTORY. THE PROGRAM IS HOSTED BY THRE SIBLINGS WHO ENTERTAIN AND INFORM THEIR AUDIENCE THROUGH SONG, DANCE, MUSIC AND DIALOGUE. EACH EPISODE TEACHES SOMETHING NEW AND PERTINENT TO ADOLESCENT LIFE, INCLUDING FOLLOWING DREAMS AND SETTING GOALS. IAST TELECAST OF THIS PROGRAM IS 1/28/12, SYNDICATOR CANCELED PROGRAM.

Other Matters (11 of 21)	Response
Program Title	VIRUS ATTACK
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 9:00AM-9:30AM
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.	Virus Attack is a series that depicts pollution as DNA infected by viruses which nourish themselves with pollution, drought, hate and violence. The three main characters represent the anti-viruses who are combating the evil viruses. David has become the power to ward off the evil viruses. His father, Professor Amaldi, has devoted his life to finding a solution to the evil gene of wickedness. This program replaces "Monsters and Pirates" which had its last telecast 12/31/11, Syndicator canceled program.

Other Matters (12 of 21)	Response
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Program Title	ANIMAL ATLAS CLASSICS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 9:30AM-10:00AM
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.	ANIMAL ATLAS CLASSICS IS DESIGNED TO EDUCATE AND INFORM KIDS AGE 13 TO 16. THE CLASSIC COLLECTION MAINTAINS THE SERIES' CONNECTION WITH EDUCATIONAL STANDARDS CONSISTENT WITH NATIONALLY PUBLISHED CURRICULUM GOALS IN THE NATURAL SCIENCES

Other Matters (13 of 21)	Response
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 10:00AM-10:30AM
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.	ANIMAL ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF-HOUR WILDLIFE PROGRAM THAT INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING. ANIMAL ATLAS IS AN EDUCATIONAL/INFORMATIONAL PROGRAM APPEALING TO AGES 13-16.

Other Matters (14 of 21)	Response
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 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 TAKES KIDS, AGES 13-16, ON INCREDIBLE JOURNEYS ALL OVER THE WORLD. THE DESTINATIONS AND ACTIVITIES ARE DIVERSE, FROM SNOWBOARDING DOWN THE ALPS, TO VISITING A RAIN FOREST IN COSTA RICA. THE GOAL IS TO MAKE THIS SERIES TRULY INSPIRATIONAL. ENTERTAINING AND "FAMILY FRIENDLY."

Other Matters (15 of 21)	Response
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 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 TALES SERVES THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN 13-16 YEARS OF AGE WITH ITS PROGRAM CONTENT, INCLUDING DOG SAFETY AND CARE TIPS, AS WELL AS LESSONS ON THE RESPONSIBILITY OF OWNING A DOG. THE SHOW ALSO PROVIDES INFORMATIVE SEGMENTS ON VARIOUS DOG BREEDS AND SHOWCASES VARIOUS VETERINARY EXPERTS EXPLAINING DIFFERENT ISSUES AFFECTING CANINES. THE WEEKLY SERIES ALSO INCLUDES RECOMMENDED READING LISTS ABOUT DOGS, AND PROMOTES CHILDREN'S WRITING AND CREATIVE SKILLS WITH ESSAY AND ART CONTESTS
Other Matters (16 of 21)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 8:30AM-9:00AM
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.	Missing serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children.
Other Matters (17 of 21)	Response
Program Title	AQUA KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 9:00AM-9:30AM
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.	Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. For over 7 years, host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures and what they've learned about preserving a world for everyone to explore.

Other Matters (18 of 21)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 9:30AM-10:0AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WHADDYADO IS A WEEKLY HALF HOUR EDUCATIONAL SERIES WHICH CHRONICLES REAL-LIFE STORIES INVOLVING ORDINARY TEENS WHO FIND THEMSELVES CAUGHT IN PERILOUS AND CHALLENGING SITUATIONS. THROUGH DRAMATIC RE-ENACTMENTS, OR REAL LIFE FOOTAGE, WHADDYADO SKILLFULLY DOCUMENTS THESE EVENTS, INTERVIEWS THE PARTCIPANTS, AND TALKS TO VARIOUS EXPERTS, WHO EXPLAIN HOW BEST TO REACT. ALSO, IN AN EFFORT TO HELP YOUNG PEOPLE MAKE THE RIGHT DECISION AT THE RIGHT MOMENT, THERE IS A MORAL DILEMMA SEGMENT FEATURED IN EACH SHOW. WHADDYADO IS DESIGNED TO EDUCATE, INSPIRE AND ENTERTAIN CHILDREN 16 AND YOUNGER ABOUT THE WORLD AROUND THEM. EACH EPISODE IS AN EDUCATIONAL LIFE-LESSON, BASED ON REALITY.

Other Matters (19 of 21)	Response
Program Title	MAD ABOUT
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 10:00AM-10:30AM
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.	"MAD ABOUT" PROVIDES CORE PROGRAMMING IN THE AREA OF FINANCIAL LITERACY, NUTRITION, EARTH SCIENCE, ECOLOGY, HEALTH, LIFE SKILLS AND FITNESS THAT TIE TO STATE AND NATIONAL EDUCATION STANDARDS. "MAD ABOUT" EXPLORES BEING "GREEN" AND UNDERSTANDING HOW OUR ACTIONS IMPACT THE WORLD.
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Other Matters (20 of 21)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SUNDAY 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.	The Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Other Matters (21 of 21)	Response
Program Title	PASSPORT TO EXPLORE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WNEM-DT2 SATURDAY 8:30AM-9:00AM
Total times aired at regularly scheduled time	9
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.	Teens travel the globe in search of exciting and adventure filled places to show you -and learn a little something in the process. Join in with the five "young explorer" hosts who lead informal, fun adventures - PASSPORT TO EXPLORE is an atypical approach to TV travel-zines, since the focus on areas of interest is specifically aimed to the 13-16 year old set. Initial episodes focus on cities, such as Washington, New York, Boston, Los Angeles/Hollywood, Las Vegas, Seattle, and Vancouver. First telecast 2/4/12, replacing "Ariel & Zoey & Eli Too" which was canceled by the syndicator, last telecast 1/28/12.
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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>MEREDITH CORPORATION</p>

Attachments

No Attachments.