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January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0001712819** | File Number: **CPR-152309** | Submit Date: **04/04/2014** | Call Sign: **WHKY-TV** | Facility ID: **65919** | City: **HICKORY** | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/04/2014** | Filing Status: **Active**

Report reflects information for : First Quarter of 2014

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

Children's Television Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Charlotte
	Web Home Page Address	www.whky.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	504.0
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:	12.0
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(17)

Digital Core Program (1 of 17)	Response
Program Title	Dog and Cat Training (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 9:00am, Sun 11:00am (1/1/14 - 2/28/14)
Total times aired at regularly scheduled time	16
Total times aired	24
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 trainer Joel Silverman goes behind-the-scenes for interviews with other Hollywood animal trainers, and gives pet owners tips for training.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 17)	Response
Program Title	9th Period (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:30am, Sat 11:30am (1/1/14 - 2/28/14)
Total times aired at regularly scheduled time	16
Total times aired	25
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	After school is let out, students use skills learned in the classroom to solve the mysteries and crimes that take place in their town.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 17)	Response
Program Title	Real Life 101 (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 9:30am, Sat 10:30am, Sun 11:30am (1/1/14 - 2/28/14)
Total times aired at regularly scheduled time	24
Total times aired	48
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 17)	**Response**
Program Title	Real Life 101 (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Mon-Fri 8:30am
Total times aired at regularly scheduled time	65
Total times aired	24
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 17)	**Response**

Program Title	Mouse in the House (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Tues 8:00am
Total times aired at regularly scheduled time	13
Total times aired	24
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children get to conduct a variety of scientific experiments in a manner that is both informative and enjoyable.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 17)	**Response**
Program Title	Mustard Pancakes (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:00am, Sat 10:00am, Sat 10:00am, Sun 10:00am (1/1/14 - 2/28/14)
Total times aired at regularly scheduled time	32
Total times aired	24
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	Music-driven "Mustard Pancakes" celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 17)	**Response**
Program Title	Eco Company (Digital Main Channel 14.1 & Digital Sub Channels 14.4)

Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:00am, Sat 8:30am, Sat 11:00am, Sun 10:30am (1/1/14 - 2/28/14)
Total times aired at regularly scheduled time	32
Total times aired	38
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.	Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 17)	**Response**
Program Title	BETA Records TV (Digital Sub Channel 14.3)
Origination	Network
Days/Times Program Regularly Scheduled	Monday-Saturday 8:00am-8:30am
Total times aired at regularly scheduled time	78
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.	Magazine format with segments ranging from major & indie artist interviews, tutorials and how-to's, producer and music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 17)	**Response**
Program Title	Wild America (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Fri 8:00am
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.	Wildlife photographer and naturalist Marty Stouffer explores the flora and fauna of North America.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 17)	**Response**
Program Title	Dog and Cat Training (Digital Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Wed 8:00am
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.	Animal trainer Joel Silverman goes behind-the-scenes for interviews with other Hollywood animal trainers, and gives pet owners tips for training.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 17)	**Response**
Program Title	Mustard Pancakes (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Mon 8:00am
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Music-driven "Mustard Pancakes" celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 17)	**Response**
Program Title	Eco Company (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Thurs 8:00am
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.	Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 17)	**Response**
Program Title	Mouse in the House (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:00am, Sat 9:30am, Sat 9:30am (3/1/14 - 3/31/14)
Total times aired at regularly scheduled time	15
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children get to conduct a variety of scientific experiments in a manner that is both informative and enjoyable.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 17)	**Response**
Program Title	Real Life 101 (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 7:30am, Sat 9:00am, Sat 9:00am, Sat 10:30am, Sat 10:30am (3/1/14 - 3/31/14)
Total times aired at regularly scheduled time	25
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 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 17)	**Response**
Program Title	Mustard Pancakes (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:30am, Sat 8:30am (3/1/14 - 3/31/14)
Total times aired at regularly scheduled time	10
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.	Music-driven "Mustard Pancakes" celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 17)	Response
Program Title	Dog and Cat Training (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am, Sat 10:00am (3/1/14 - 3/31/14)
Total times aired at regularly scheduled time	10
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 trainer Joel Silverman goes behind-the-scenes for interviews with other Hollywood animal trainers, and gives pet owners tips for training.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 17)	Response
Program Title	Dudley the Dragon (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:00am, Sat 8:00am (3/1/14 - 3/31/14)
Total times aired at regularly scheduled time	10
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.	After awakening from a century-long slumber, a dragon and two human pals travel around the world to learn about social issues and eco-friendliness.
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	Jeff Long
Address	PO Box 1059
City	Hickory
State	NC
Zip	28603-1059
Telephone Number	828-485-5501
Email Address	JeffLong@whky.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.	WHKY-TV ceased programming on its analog channel and converted to digital only broadcast as part of the early transition option to Digital Television on February 14, 2009. Licensee's responses to question 7 assume that the main digital program is the same as the former analog channel.

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Real Life 101 (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Mon-Fri 8:30am-9:00am
Total times aired at regularly scheduled time	65
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.	Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!

Other Matters (2 of 9)	Response
Program Title	Mouse in the House (Digital Main Channel 14.1 & Digital Sub Channels 14.2 & 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:00am, Sat 9:30am, Sat 9:30am, Tues 8:00am
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children get to conduct a variety of scientific experiments in a manner that is both informative and enjoyable.

Other Matters (3 of 9)	Response
Program Title	Real Life 101 (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:30am, Sat 9:00am, Sat 9:00am, Sat 10:30am, Sat 10:30am
Total times aired at regularly scheduled time	65
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.	Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!

Other Matters (4 of 9)	Response
Program Title	Mustard Pancakes (Digital Main Channel 14.1 & Sub Channels 14.2 & 14.4)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 8:30am, Sat 8:30am, Mon 8:00am
Total times aired at regularly scheduled time	39
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.	Music-driven MUSTARD PANCAKES celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.

Other Matters (5 of 9)	**Response**
Program Title	Dudley the Dragon (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:00am, Sat 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.	After awakening from a century-long slumber, a dragon and two human pals travel around the world to learn about social issues and eco-friendliness.

Other Matters (6 of 9)	**Response**
Program Title	Wild America (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Fri 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.	Wildlife photographer and naturalist Marty Stouffer explores the flora and fauna of North America.

Other Matters (7 of 9)	**Response**
Program Title	The Outdoorsman (Digital Sub Channel 14.3)
Origination	Network
Days/Times Program Regularly Scheduled	Monday-Saturday 8:00am-8:30am
Total times aired at regularly scheduled time	78
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.	Experienced outdoorsman Buck McNeely travels to remote locations across the globe, often with celebrity guests, to hunt and study local issues in conservation.

Other Matters (8 of 9)	**Response**
Program Title	Dog and Cat Training (Digital Main Channel 14.1 & Digital Sub Channels 14.2 & 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am, Sat 10:00am, Wed 8:00am
Total times aired at regularly scheduled time	39
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 trainer Joel Silverman goes behind-the-scenes for interviews with other Hollywood animal trainers, and gives pet owners tips for training.

Other Matters (9 of 9)	**Response**
Program Title	Eco Company (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Thur 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.	Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.

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.	**Long Communications, LLC**

Attachments

No Attachments.