

# Children's Television Programming Report

 FRN: 0019913284
 File Number: CPR-173661
 Submit Date: 10/06/2015
 Call Sign: WICU-TV
 Facility ID: 24970

 City: ERIE
 State: PA

 Service: Full Service Television
 Purpose: Children's TV Programming Report
 Status: Received
 Status Date:

 10/06/2015
 Filing Status: Active
 Filing Status: Active
 Status Date:
 Status Date:

# **Report reflects information for : Third Quarter of 2015**

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

| Applicant<br>Information | Applicant Name, Type, and Contact Information |         |       |       |                |
|--------------------------|---|---------|-------|-------|----------------|
|                          | Applicant                                     | Address | Phone | Email | Applicant Type |

| t | Contact Name | Address | Phone | Email | Contact Type |
|---|--------------|---------|-------|-------|--------------|
| - |              |         |       |       |              |

Contact Representatives (0)

| Children's                  | Section  | Question              | Response            |          |
|-----------------------------|--|-----------------------|---------------------|----------|
| Television<br>Information   | Station Type   | Station Type          | Network Affiliation | ſ        |
|                             |  | Affiliated network    | NBC                 |          |
|                             |  | Nielsen DMA           | Erie                |          |
|                             |  | Web Home Page Address | www.wicu12.com      |          |
|                             |  |                       |                     |          |
| Digital Core<br>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   |                       |                     | 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 |                       |                     | Yes      |

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

# Digital Core Programs(6)

| Digital Core<br>Program (1<br>of 6)  | Response   |
|--|--|
| Program Title  | Tree Fu Tom  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 12:30PM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 6  |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 7  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 8  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Tree Fu Tom focuses on the amazing adventures of a young boy called Tom who, with the power of "movement magic" called "Tree Fu", can transform into a tiny but mighty magical super hero and travel to a wondrous enchanted kingdom called Treetopolis that exists in a tree in his backyard woods. During each program he calls upon the audience to follow his moves to send him the "Big World" magic he needs to solve a problem encountered by Tom and his friends. These include Ariella, a butterfly who is also a rancher and has rope lassoing skills; Twigs, an acorn sprite who folds himself into an acorn when he's frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog and the resident genius inventor. In each episode there are action adventure sequences that are key to resolving the challenge of the day. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 7/11/15 @ 11:30AM |
| Is the rescheduled date the second home?   | No                |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-07-11        |
| Episode #  | 7/11/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 8/29/15 @ 9:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-08-29        |
| Episode #  | 8/29/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

# Digital Preemption Programs #3

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 9/26/15 @ 9:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-09-26        |
| Episode #  | 9/26/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 9/19/15 @ 9:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-09-19        |
| Episode #  | 9/19/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 9/12/15 @ 9:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-09-12        |
| Episode #  | 9/12/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

### **Digital Preemption Programs #6**

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 8/15/15 @ 9:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-08-15        |
| Episode #  | 8/15/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Tree Fu Tom       |
| List date and time rescheduled   | 8/22/15 @ 9:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-08-22        |
| Episode #  | 8/22/15 @ 12:30PM |
| Reason for Preemption  | Sports            |

| Digital Core<br>Program (2<br>of 6)             | Response            |
|---|---------------------|
| Program Title                                   | Astro Blast         |
| Origination                                     | Network             |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays @ 10:00AM |

| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12  |
|--|---|
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 1   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Based on the book series by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or an embarrassing incident, or resist the urge to blame others for your mistakes. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Astro Blast       |
| List date and time rescheduled   | 7/11/15 @ 7:30AM  |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-07-11        |
| Episode #  | 7/11/15 @ 10:30AM |

| Digital Core<br>Program (3   |  |
|--|--|
| of 6)  | Response   |
| Program Title  | Lazytown   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 11:00AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12   |
| Total times<br>aired   | 13   |
| Number of<br>Preemptions   | 1  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 1  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming.<br>Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/l? | Lazy Town is a show that is all about health, fitness, and being good friends. Set in a fantasy world known<br>as Lazy Town, which is populated by inactive residents, we see a visitor named Stephanie determined to<br>coax her friends and relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy,<br>Trixie and Pixel, to leave their gaming consoles and candy stashes at home so they can go outside and<br>play. She gets her Uncle, the Mayor and his friend Ms. Busy Body to support her efforts. But all of them are<br>constantly foiled by Robbie Rotten, who lives underground and is determined to send Lazy Town back to<br>inactivity and quiet. Coming to the rescue is the athlete Sportacus who lives in a spaceship and receives<br>signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace<br>and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic<br>pratfalls, he goes back to his underground lair and all is well in Lazy Town, until another day and another<br>time when Robbie will rise again. |

| Questions  | Response         |
|--|------------------|
| Title of Program   | Lazytown         |
| List date and time rescheduled   | 7/5/15 @ 12:30PM |
| Is the rescheduled date the second home?   | No               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes              |
| Date Preempted   | 2015-07-11       |
| Episode #  | 7/11/15 @11AM    |
| Reason for Preemption  | Sports           |

| Digital Core<br>Program (4<br>of 6)                            | Response           |
|--|--------------------|
| Program Title  | Poppy Cat          |
| Origination  | Network            |
| Days/Times<br>Program<br>Regularly<br>Scheduled                | Saturdays @ 12PM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time      | 10                 |
| Total times<br>aired   | 13                 |
| Number of<br>Preemptions                                       | 3                  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News |                    |
| Number of<br>Preemptions<br>Rescheduled                        | 3                  |
| Length of<br>Program   | 30 mins            |
| Age of<br>Target Child<br>Audience                             | 2 years to 5 years |

Describe the Based on a book series by Lara Jones, models the use of imagination and storytelling to encourage creative educational thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own and cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to informational distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of objective of a group of animal friends, including the resident bully Egbert the badger, and other occasionally recurring the program characters. A prevailing message emerges within each episode to be nice to your friends and always work and how it together. There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and meets the definition of adventure. Core Programming. Does the Yes Licensee identify the program by displaying

#### **Digital Preemption Programs #1**

throughout the program the symbol E

/|?

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Poppy Cat         |
| List date and time rescheduled   | 7/11/15 @ 11:30AM |
| Is the rescheduled date the second home?   | No                |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-07-11        |
| Episode #  | 7/11/15 @ 12PM    |
| Reason for Preemption  | Sports            |

#### **Digital Preemption Programs #2**

| Questions  | Response       |
|--|----------------|
| Title of Program   | Poppy Cat      |
| List date and time rescheduled   | 9/19/15 @ 9AM  |
| Is the rescheduled date the second home?   | Yes            |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes            |
| Date Preempted   | 2015-09-19     |
| Episode #  | 9/19/15 @ 12PM |
| Reason for Preemption  | Sports         |

| Questions                                | Response      |
|--|---------------|
| Title of Program                         | Poppy Cat     |
| List date and time rescheduled           | 9/26/15 @ 9AM |
| Is the rescheduled date the second home? | Yes           |

| Were promotional efforts made to notify the public of rescheduled date and time? | Yes            |
|--|----------------|
| Date Preempted   | 2015-09-26     |
| Episode #  | 9/26/15 @ 12PM |
| Reason for Preemption  | Sports         |

| Digital Core<br>Program (5<br>of 6)  | Response  |
|--|---|
| Program Title  | Ruff Ruff, Tweet and Dave   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 10:00AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 12  |
| Total times<br>aired   | 13  |
| Number of<br>Preemptions   | 1   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | uff Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey. |

| Does the     |
|--------------|
| Licensee     |
| identify the |
| program by   |
| displaying   |
| throughout   |
| the program  |
| the symbol E |
| /l?          |

| Questions  | Response                  |
|--|---------------------------|
| Title of Program   | Ruff Ruff, Tweet and Dave |
| List date and time rescheduled   | 7/11/15 @ 7:00AM          |
| Is the rescheduled date the second home?   | Yes                       |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                       |
| Date Preempted   | 2015-07-11                |
| Episode #  | 7/11/15 @ 10:00AM         |
| Reason for Preemption  | Sports                    |

| Digital Core<br>Program (6<br>of 6)                            | Response            |
|--|---------------------|
| Program Title  | Earth To Luna       |
| Origination  | Network             |
| Days/Times<br>Program<br>Regularly<br>Scheduled                | Saturdays @ 11:30AM |
| Total times<br>aired at<br>regularly<br>scheduled<br>time      | 12                  |
| Total times aired  | 13                  |
| Number of<br>Preemptions                                       | 1                   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News |                     |
| Number of<br>Preemptions<br>Rescheduled                        | 1                   |
| Length of<br>Program   | 30 mins             |

#### Age of Target Child

Audience

educational

objective of

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meets the

Core

definition of

Programming.

and

2 years to 5 years

Describe the Earth to Luna is a Brazilian animated series specifically aimed at teaching 2-5 year old children how to ask questions about nature and science and vigorously pursue the answers. The show encourages curiosity, research, and critical thinking. Each episode of the show is focused on a particular creature, object, or informational phenomenon that would be of interest to the target audience. For example, Luna might wonder how she can grow a plant without a seed and finds the answer through her inquiry process. The characters, Luna, Jupiter the program (her brother), and Clive (their pet ferret) embark on a research effort that takes the audience through each step that answers their overarching question. The show uses recurring features, signature phrases, and songs to cue the audience when they need to do research, when they transition to the adventure, and when they have reached the ending to review all they've learned.

| Does the     | Yes |
|--------------|-----|
| Licensee     |     |
| identify the |     |
| program by   |     |
| displaying   |     |
| throughout   |     |
| the program  |     |
| the symbol E |     |
| /l?          |     |
|              |     |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Earth To Luna     |
| List date and time rescheduled   | 7/12/15 @ 7:30AM  |
| Is the rescheduled date the second home?   | No                |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2015-07-11        |
| Episode #  | 7/11/15 @ 11:30AM |
| Reason for Preemption  | Sports            |

Non-Core Educational and Informational Programming (0) Sponsored Core Programming (0)

### **Liaison Contact**

| Question   | Response   |
|--|--|
| Does the Licensee publicize<br>the existence and location of<br>the station's Children's<br>Television Programming<br>Reports (FCC 398) as<br>required by 47 C.F.R.<br>Section 73.3526(e)(11)(iii)?  | Yes  |
| Name of children's programming liaison   | Judy Shannon   |
| Address  | 3514 State Street  |
| City   | Erie   |
| State  | PA   |
| Zip  | 16508  |
| Telephone Number   | 814-454-5201   |
| Email Address  | jshannon@wicu12.com  |
| Include any other comments<br>or information you want the<br>Commission to consider in<br>evaluating your compliance<br>with the Children's<br>Television Act (or use this<br>space for supplemental<br>explanations). This may<br>include information on any<br>other noncore educational<br>and informational<br>programming that you aired<br>this quarter or plan to air<br>during the next quarter, or<br>any existing or proposed<br>non-broadcast efforts that<br>will enhance the educational<br>and informational value of<br>such programming to<br>children. See 47 C.F.R.<br>Section 73.671, NOTES 2 | Since 1989, "The More You Know" has brought the nation's most important social issues to the forefront, and remains a trusted voice for sharing knowledge to improve lives and inspire action. "The More You Know's" comprehensive website (themoreyouknow.com) includes indepth resource and referral information on the campaign's important focus issues including: HEALTH - fighting childhood obesity, encouraging nutrition and physical fitness;<br>ENVIRONMENT - encouraging everyday actions that reduce environmental impact;<br>EDUCATION - recruiting new teachers and promoting their long-lasting impact; DIGITAL<br>LITERACY & INTERNET SAFETY - sharing online safety tips and information; DIVERSITY -<br>embracing differences and promoting inclusion, tolerance, and respect. Also featured on site<br>is The More You Know Learning series' "Growing Up Online", a free eBook on digital literacy<br>and Internet Safety. "Growing Up Online" is an important tool to initiate conversation with<br>children about online safety. The eBook is a media-rich, two-part learning resource that<br>provides easy-to-use information about navigating the digital world in a unique and engaging<br>way. part one includes safety tips, discussion questions and key takeaways for parents and<br>teachers. Part two features four entertaining video comic books for children, focused on real<br>situations that come up when kids go online. Additional content on the site includes public<br>service announcements, behind-the-scenes videos, a general overview, a talent directory,<br>and a list of the campaign's accolades such as the prestigious Emmy and Peabody awards. |

and 3.

# Other Matters (6)

| Other<br>Matters (1 of<br>6)   | Response  |
|--|---|
| Program Title  | Astroblast  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 10:30AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Based on the book series by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or an embarrassing incident, or resist the urge to blame others for your mistakes. |
| Other<br>Matters (2 of<br>6)   | Response  |
| Program Title  | Lazy Town   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 11:00AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |

Lazy Town is a show that is all about health, fitness, and being good friends. Set in a fantasy world known Describe the educational as Lazy Town, which is populated by inactive residents, we see a visitor named Stephanie determined to coax her friends and relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy, informational Trixie and Pixel, to leave their gaming consoles and candy stashes at home so they can go outside and play. She gets her Uncle, the Mayor and his friend Ms. Busy Body to support her efforts. But all of them are objective of constantly foiled by Robbie Rotten, who lives underground and is determined to send Lazy Town back to the program inactivity and quiet. Coming to the rescue is the athlete Sportacus who lives in a spaceship and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic definition of pratfalls, he goes back to his underground lair and all is well in Lazy Town, until another day and another Programming. time when Robbie will rise again.

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and how it meets the

Core

| Other<br>Matters (3 of<br>6)   | Response   |
|--|--|
| Program Title  | Earth to Luna  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 11:30AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Earth to Luna is a Brazilian animated series specifically aimed at teaching 2-5 year old children how to ask questions about nature and science and vigorously pursue the answers. The show encourages curiosity, research, and critical thinking. Each episode of the show is focused on a particular creature, object, or phenomenon that would be of interest to the target audience. For example, Luna might wonder how she can grow a plant without a seed and finds the answer through her inquiry process. The characters, Luna, Jupiter (her brother), and Clive (their pet ferret) embark on a research effort that takes the audience through each step that answers their overarching question. The show uses recurring features, signature phrases, and songs to cue the audience when they need to do research, when they transition to the adventure, and when they have reached the ending to review all they've learned. |
| Other<br>Matters (4 of   |  |

| Other<br>Matters (4 of<br>6)                    | Response            |
|---|---------------------|
| Program Title                                   | Tree Fu Tom         |
| Origination                                     | Network             |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Saturdays @ 12:30PM |

| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
|--|---|
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.                          |
| Other<br>Matters (5 of<br>6)   | Response  |
| Program Title  | Poppy Cat   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 12PM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of                         | Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars the narrator's own Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmatian who zips around on a skateboard; Alma, a southern belle bunny who is ultra-feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy Egbert, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the |

| Other<br>Matters (6 of<br>6)   | Response   |
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| Program Title  | Ruff Ruff, Tweet, and Dave   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 10AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Ruff Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey. |

| Certification | Question  | Response  |
|---------------|---|---|
| Certification | 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. <b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b> 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.  | Lilly<br>Broadcasting<br>of<br>Pennsylvania,<br>LLC |

Attachments No Attachments.