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Children's Television Programming Report

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**MESA** | State: **AZ**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/06/2011** | Filing Status: **Active**

Report reflects information for : **First 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	NBC
	Nielsen DMA	Phoenix
	Web Home Page Address	www.12news.azcentral.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:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
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(7)

Digital Core Program (1 of 7)	Response
Program Title	Whatever Show (on Multicasted Channel)
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays @ 9AM, 9:30AM, 10AM, 10:30AM, 11AM and 11:30AM
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.	The educational objective of the "Whatever Show" is to provide information relevant to teenagers and to provide a forum for teenagers to express themselves from an honest teen perspective. The "Whatever Show" is an informational program for teens. The "Whatever Show" covers a wide range of topics including teen issues, entertainment, health, music and activities. Teen reporters for the "Whatever Show" suggest story ideas, conduct interviews and make "Whatever" a real show "for and by teenagers".
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 7)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10AM
Total times aired at regularly scheduled time	9

Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	"Willa's Wild Life" is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	02/20 @ 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	
Episode #	02/20 (WIL015)
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	03/26 @ 3:30PM

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/19 (WIL006)
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	02/13 @ 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	
Episode #	02/13 (WIL012)
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	03/12 @ 4:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/12 (WIL008)
Reason for Preemption	Sports

Digital Core Program (3 of 7)		Response
Program Title		Babar
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 11:30AM THRU 3/12. 10:30AM FROM 03/19 TO 03/31
Total times aired at regularly scheduled time		8
Total times aired		13
Number of Preemptions		5

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Babar
List date and time rescheduled	01/09 @ 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	
Episode #	01/08 (BAR209)
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Babar
List date and time rescheduled	03/05 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	
Episode #	03/05 (BAR208)
Reason for Preemption	Sports

Digital Preemption Programs #3



Questions	Response
Title of Program	Babar
List date and time rescheduled	02/13 @ 4:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/12 (BAR201)
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Babar
List date and time rescheduled	03/26 @ 3:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/19 (BAR211)
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Babar
List date and time rescheduled	03/12 @ 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	
Episode #	03/12 (BAR116)
Reason for Preemption	Sports

Digital Core Program (4 of 7)	Response
Program Title	Sheldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturday @ 10:30AM THRU 3/12. 9:30AM 3/19 & 3/26

Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldons also live at the inn. Shelldon and his buddies, Herman (a Hermit crab) and Connie, always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the childrens key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Shelldon
List date and time rescheduled	01/01 @ 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01 (SHL003)

Reason for Preemption	Sports
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Digital Core Program (5 of 7)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00am thru 3/12. 9:00am 3/19 & 3/26
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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.	TURBO DOGS is a show about six canine friends Dash, GT, Clutch, Stinkbert, Strut, and Mags who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Turbo Dogs
List date and time rescheduled	01/01 @ 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/01 (TDO120)
Reason for Preemption	Sports

Digital Core Program (6 of 7)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00AM thru 3/12. 10:00AM 3/19 & 3/26
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	THE MAGIC SCHOOL BUS is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	03/05 @ 9:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/05 (MSB110)
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	01/09 @ 11:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/08 (MSB111)
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	03/12 @ 9:00AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	3/12 (MSB111)
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	The Magic School Bus
List date and time rescheduled	02/12 @ 4:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/12 (MSB203)
Reason for Preemption	Sports

Digital Core Program (7 of 7)		Response
Program Title	Pearlie	
Origination	Network	
Days/Times Program Regularly Scheduled	Sunday @ 10:30AM	
Total times aired at regularly scheduled time	4	
Total times aired	13	
Number of Preemptions	9	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	9	
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.	PEARLIE is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head quarters (HQ) to keep Jubilee Park in sparkling order, sh has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	02/13 4:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/13 (PEA109)
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	03/27 @ 3:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/20 (108)
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	03/12 @ 4:30PM

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/13 (103)
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	01/30 4:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/30 (PEA108)
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	02/20 9:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/20 (PEA103)
Reason for Preemption	Sports

#### Digital Preemption Programs #6

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	03/06 @ 9:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/06 (PEA107)
Reason for Preemption	Sports

#### Digital Preemption Programs #7

Questions	Response
Title of Program	Pearlie



List date and time rescheduled	01/22 @ 12:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01/23 (PEA104)
Reason for Preemption	Sports

**Digital Preemption Programs #8**

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	02/05 @ 12:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	02/06 (PEA106)
Reason for Preemption	Sports

**Digital Preemption Programs #9**

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	03/26 @ 11:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03/27 (PEA104)
Reason for Preemption	Sports

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	Michelle Fierros
Address	1101 N Central Ave
City	Phoenix
State	AZ
Zip	85004
Telephone Number	6022576516
Email Address	mfierros@12news.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.	Willa's Wild Life: Was preempted on 02/13, 02/20, 03/12, & 03/19 due to NBC coverage of NHL. On 3/26 it was preempted due to NBC Golf coverage. The Magic School Bus & Babar were both preempted on 01/09 due to NBC coverage of US Army All American Football. On 02/12 it was preempted due to NBC coverage of FIS Alpine. On 03/05 it was preempted due to NBC coverage of American Cup Gymnastics. On 03/12 it was preempted due to NBC coverage of US Snowboard. Turbo Dogs & Shelldon were both preempted on 01/01 due to NBC coverage of NHL. Pearlie was preempted on 01/22, 02/06, 02/13, 02/20, 03/06, 03/13, & 03/20 due to NBC coverage of NHL. On 01/30 it was preempted due to NBC coverage of Auto Show Special. On 03/27 it was preempted due to NBC coverage of Golf Equipment Special. KPNX rescheduled all of the above preempted programs and notified viewers appropriately. Because KPNX ceased analog operations and converted to digital-only operations prior to the start of the reporting period, Questions 7(b) and 7(c) are no longer applicable.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Whatever Show
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9AM, 9:30AM, 10AM, 10:30AM, 11AM, & 11:30AM
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.	The educational objective of the "Whatever Show" is to provide information relevant to teenagers and to provide a forum for teenagers to express themselves from an honest teen perspective. The "Whatever Show" is an informational program for teens. The "Whatever Show" covers a wide range of topics including teen issues, entertainment, health, music and activities. Teen reporters for the "Whatever Show" suggest story ideas, conduct interviews and make "Whatever" a real show "for and by teenagers".

Other Matters (2 of 7)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00AM thru 03/12 & beginning 03/19 Saturdays @ 9:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends Dash, GT, Clutch, Stinkbert, Strut, and Mags who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

Other Matters (3 of 7)		Response
Program Title	Shelldon	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:30AM thru 03/12 & beginning 03/19 Saturdays @ 9:30AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldons also live at the inn. Shelldon and his buddies, Herman (a Hermit crab) and Connie, always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the childrens key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.	

  

Other Matters (4 of 7)		Response
Program Title	Babar	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 11:30AM thru 03/12 & beginning 03/19 Saturdays @ 10:30am	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.	

Other Matters (5 of 7)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLAS WILD LIFE is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

Other Matters (6 of 7)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00AM thru 03/12 & beginning 03/19 Saturdays @ 10AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.
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Other Matters (7 of 7)	Response
Program Title	Peralie
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.



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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>Multimedia Holdings Corporation</b></p>

**Attachments**

No Attachments.