



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003778909** File Number: **CPR-129340** Submit Date: **04/09/2012** Call Sign: **WNUV** Facility ID: **7933** City:

BALTIMORE State: MD

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

04/09/2012 Filing Status: Active

Report reflects information for : First Quarter of 2012

General
Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type	
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Contact Representatives (0) Contact Name Address Phone Email Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Baltimore
	Web Home Page Address	www.cwbaltimore.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	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(10)

Digital Core Program (1 of 10)	Response
Program Title	Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 (1/7/12-3/31/12)
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 8a (1/6/12-3/30/12)
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.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old questio What do I want to be when I grow up? This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 10)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10a (1/7/12-3/31/12)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mad About is a sketch-comedy/variety show aimed at educating and entertaining kids using a creative mixture of humor, improv, animation, and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous man on the street interviews, and viewer-created questions about life's issues. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Beta Records TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10a (1/7/12-3/31/12)
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and independent artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Through this program viewers learn the ins and outs of the music business and the influence music has on our culture. This program aired on the secondary digital stream, COOL TV, channel 54.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 10)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 8a (1/5/12-3/29/12)
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 10)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 11a (1/7/12-3/31/12
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Sports Stars of Tomorrow focuses on amateur athletes who display a drive, determination, and a commitment to excellence that pays off both in competition and in life. The program tells the stories of individuals, teams, and communities that work to achieve greatness. It focuses on accomplishment, highlights exceptional performances, and emphasizes the results of teamwork, and discipline. Often, the show will include highlight stories on players and coaches to emphasize key attributes, such as commitment, perseverance, dedication, and avoidance of negative life factors such as drugs and alcoho which allow the athlete to succeed. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 10)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 8a (1/2/12-3/26/12)

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales informs and educates kids about the world of dogs. Every episode includes valuable information about dog care and pet responsibility, plus tips from vets and trainers. Young viewers learn about various types of dogs, and how they are more than just pets. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)	Response
Program Title	Dragon Fly
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @ 8a (1/3/12-3/27/12)
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

program and	providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and
how it meets the	educational in structure, allowing children to gain an appreciation for science in a unique and
definition of	entertaining way. This program is aired on the main digital stream.
Core	
Programming.	
Does the	Yes
Licensee identify	
the program by	
displaying	
throughout the	
program the	
symbol E/I?	

Digital Core Program (9 of 10)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 8a (1/4/12-3/28/12)
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.	On the Spot is based on national and state curriculum standards and presents trivia everyone should know in a "man on the street format" designed to be both entertaining and educational. This program features questions from key subjects like science, math, English, history, art, geography and more. This program aired on the main program stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 10)	Response
Program Title	Ariel & Zoey & Eli, Too
Origination	Network

Days/Times Program Regularly Scheduled	Mondays-Fridays @ 4:30p (1/2/12-3/30/12)
Total times aired at regularly scheduled time	65
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings, empowers childred accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who except their profession and have a positive message for kids, introducing guests who perform different genres music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensithat the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and enwith the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow This program aired on the secondary digital stream, COOL TV, channel 54.2.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (1)

Non-Core Educational and	
Informational Programming	
(1 of 1)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays @ 5a and 5:30a (1/7/12-3/31/12)
Total times aired at regularly scheduled time:	26
Number of Preemptions	-1
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The general learning goal and discreet educational objectives are fully integrated with the story-line, characters and settings that make up "Magi Nation." By focusing on the thrilling adventures of Tony, Edyn and Strag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series. This program aired on the main digital stream.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Sponsored Core Programming (0)

Liaison Contact

See 47 C.F.R. Section 73.671, NOTES 2 and 3.

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)?	
Name of children's programming liaison	Belinda Johnson
Address	2000 West 41st Street
City	Baltimore
State	MD
Zip	21211
Telephone Number	410-662-9688
Email Address	bmjohnso@cunninghambroadcasting.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.	During 1st Quarter 2012: On March 17th, 2012 WNUV-TV produced the B'More Healthy Expo. At the expo there was a Kids Zone with activities, exercises, information, vendors, etc for children. There were also several nonprofits that serve the needs of children onsite throughout the event. WNUV-TV aired and produced numerous PSA's directly relating to and serving the educational and informational needs of children. WNUV-TV celebrates Black History with our annual Champions of Courage campaign; an essay competition inviting student grades 6-12 to write an essay saluting their Champion of Courage who best represents the teachings of Dr. King. Twenty finalists were selected from about 5,000 essay entries from schools throughout the viewing area. The finalists present their essays on CW54 and received savings bonds. An awards breakfast was held in February where the top 3 winners received additional savings bonds and money for their school. A weekly salute to Baltimore City neighborhood high school scholars who are college bound! A thirteen week Public Service Announcement campaign, beginning in March, saluting students for their academic, community service, and leadership accomplishments. WNUV-TV broadcasts a weekly community calendar to promote community events for children throughout our entire viewing area. A calendar is also posted on cwbaltimore.com to showcase local community organizations, resources, volunteer opportunities, weekly events, etc. Employees of the station also serve on the Board of Directors for area nonprofits that directly and indirectly impact children: Fuel Fund of MD, South Baltimore Learning Center, Independent College Fund of MD, and Living Classrooms Foundation.

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30a (4/7/12-6/30/12)
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the main digital stream.

Other Matters (2 of 10)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30a (4/7/12-6/30/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" This program will air on the main digital stream.

Other Matters (3 of 10)	Response		
Program Title	Mad About		
Origination	Syndicated		

Days/Times Program Regularly Scheduled	Saturdays @ 10a (4/7/12-6/30/12)
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	Mad About is a sketch-comedy/variety show aimed at educating and entertaining kids using a creative mixture of humor, improv, animation, and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. This program will air on the main digital stream.

Core

Programming.

Other Matters (4 of 10)	Response
Program Title	Beta Records TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7a (4/7/12-6/30/12)
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and independent artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Through this program viewers can learn the ins and outs of the music business and the influence music on our culture. This program will air on the secondary digital stream, COOL TV, channel 54.2.

Other Matters (5 of 10)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 8a (4/5/12-6/28/12)

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.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program will air on the main digital stream on Thursdays.

Other Matters (6 of 10)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 11a (4/7/12-6/30/12)
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.	Sports Stars of Tomorrow focuses on amateur athletes who display a drive, determination, and a commitment to excellence that pays off both in competition and in life. The program tells the stories of individuals, teams, and communities that work to achieve greatness. It focuses on accomplishment, highlights exceptional performances, and emphasizes the results of teamwork, and discipline. Often, the show will include highlight stories on players and coaches to emphasize key attributes, such as commitment, perseverance, dedication, and avoidance of negative life factors such as drugs and alcohol, which allow the athlete to succeed. This program will air on the main digital stream.

Other Matters (7 of 10)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays @ 8a (4/2/12-6/25/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Dog Tales informs and educates kids about the world of dogs. Every episode includes valuable information about dog care and pet responsibility, plus tips from vets and trainers. Young viewers learn about various types of dogs, and how they are more than just pets. This program will air on the main digital stream.

Other Matters (8 of 10)	Response
Program Title	Dragon Fly
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @ 8a (4/3/12-6/26/12)
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.	Dragon Fly features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the main digital stream.

Other Matters (9 of 10)	Response
Program Title	On The Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 8a (4/4/12-6/27/12)
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.	On the Spot is based on national and state curriculum standards and presents trivia everyone should know in a "man on the street format" designed to be both entertaining and educational. This program features questions from key subjects like science, math, English, history, art, geography and more. This program will air on the main digital stream.

Other	
Matters (10	
of 10)	Response
Program Title	Ariel & Zoey & Eli, Too

Origination	Network
Days/Times Program Regularly Scheduled	Mondays, Tuesdays, Wednesdays, Thursdays, Fridays (4/2/12-6/29/12
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.	Ariel & Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow. This program will air on the secondary digital stream, COOL TV, channel 54.2.

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.

Baltimore (WNUV-TV) Licensee **Attachments**

No Attachments.