



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022739833** | File Number: **CPR-160489** | Submit Date: **10/09/2014** | Call Sign: **WUTB** | Facility ID: **60552** | City:
BALTIMORE | State: **MD**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/09/2014 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2014

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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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	My Network TV
	Nielsen DMA	Baltimore
	Web Home Page Address	www.my24wutb.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(13)

Digital Core Program (1 of 13)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 07:00 a.m. (07/07/14 - 09/29/14)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The program is designed to make learning about our neighbors, both human and non-human, and the environment, fun. 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 13)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 07:00 a.m. (07/01/14 - 09/30/14)
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program spans the globe to bring viewers interesting stories about the worlds most fascinating animals; such as the march of the penguins in the Arctic, a safari in Africa or the Australian outback. The program has four segments each one featuring a different story to educate the viewer about an exotic, unique animal or an animal that can be found locally. 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 13) Response	
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 07:00 a.m. (07/02/14 - 09/24/14)
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 program showcases world-class athletes, accomplished artists, scholars, philanthropists and entrepreneurs all under the age of 18. Some of the stories highlighted include: Patrick Peerage, a 14 year old actor and philanthropist, who traveled America raising cancer awareness; Turquoise Thompson who sprinted her way into the record books and earned a full scholarship to UCLA; sisters Marni & Berni Barta who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America. These stories are meant to inspire young people to be selfless and to take part in the larger community around them in some meaningful way and to show them that there are many ways to accomplish things. 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 13)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 07:00 a.m. (07/03/14 - 09/25/14)
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 program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular the show highlights respect and compassion for all living creatures and has informative instruction on medical rehabilitation treatments and shows techniques and teamwork of rescue personnel. The viewer learns valuable information about animals, such as their development and behavior, their habitats and are also made aware of important environmental 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
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Digital Core Program (5 of 13)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 07:00 a.m. (07/04/14 - 09/26/14)
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 program shows the hard work and dedication that it takes to be a true sports star. It chronicles the trials and tribulations of young athletes as they strive to become a top level performer in the sports arena. This program helps viewers realize their goals in both life and the playing field are attainable with hard work and determination. It reinforces the importance of key values like dedication, discipline, commitment and community involvement. The program also provides in-depth, stories which reveal the important challenges and lessons that mold our young athletes. Through these stories the viewer learns that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout one's life. This program aired on the main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (6 of 13)		Response
Program Title		Live Life and Win
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 07:00 a.m. (07/05/14 - 09/27/14)
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. 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 13)		Response
Program Title		Animal Science
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 08:00 a.m. (07/06/14 - 09/28/14)
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 program focuses on how and why an animal is able to excel in its environment. Each segment is united by a theme such as fastest, largest, etc. Through graphics and guest experts, who provide interesting factoids, questions about why a particular animal excels are answered, giving the viewer a better understanding and deeper knowledge of the animals discussed. 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 13) Response	
Program Title	Culture Click
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:00 a.m. (07/05/14 - 08/30/14)
Total times aired at regularly scheduled time	9
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores connections in history which affect our lives today and pop culture. Using a unique flowchart style the program draws surprising connections between such subjects as what do Justin Bieber and Cleopatra have in common or what connection did John Wilkes Booth have to Abraham Lincoln or what do cavemen have to do with pancakes. Through these comparisons the program introduces the viewer to American history, Greek mythology and architecture as well as fashion and pop culture and inspires the viewer to learn more about the subject. This program aired on the secondary digital stream, channel 41.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 13)		Response
Program Title		Animal Atlas
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 10:30 a.m. (07/05/14 - 08/30/14)
Total times aired at regularly scheduled time		9
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.		Life science, biological science, photography and humor combine to provide viewers of this program with life science concepts, animal classification, as well as anatomy and physiology information of animals. The viewers are taken around the biomes of the world merging the fascination of the animal world with a greater understanding of the relationship between the branches of the animal kingdom. This program aired on the secondary digital stream, channel 41.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (10 of 13)		Response
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Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00 a.m. (07/05/14 - 08/30/14)
Total times aired at regularly scheduled time	9
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.	Life science, biological science, photography and humor combine to provide viewers of this program with life science concepts, animal classification, as well as anatomy and physiology information of animals. The viewers are taken around the biomes of the world merging the fascination of the animal world with a greater understanding of the relationship between the branches of the animal kingdom. This program aired on the secondary digital stream, channel 41.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 13)		Response
Program Title	Safari Tracks	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 11:30 a.m. (07/05/14 - 08/30/14)	
Total times aired at regularly scheduled time	9	
Total times aired		
Number of Preemptions	0	

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is an exciting and entertaining series which takes viewers on location to explore the magnificent and immense world of Africa's animals. Ushaka, a young South African host, takes the viewer from the brushlands of the Savanna to the great Okavango, and from the greatest game reserves to the most remote beaches of Madagascar and more. The viewer will see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and siblings. The viewer will learn about life science as well as biological facts, which will educate the viewer about the natural activities of a species as well as its environment and the need for wildlife conservation and how to better support the protection of endangered species. This program aired on the secondary digital stream, channel 41.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 13)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:00 a.m. (07/06/14 - 08/31/14)
Total times aired at regularly scheduled time	9
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The program has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program aired on the secondary digital stream, channel 41.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 13)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 10:30 a.m. (07/06/14 - 08/31/14)
Total times aired at regularly scheduled time	9
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The program has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program aired on the secondary digital stream, channel 41.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core
Educational and
Informational
Programming (0)

**Sponsored Core
Programming (0)**

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Duane A Myers
Address	2000 W 41st Street
City	Baltimore
State	MD
Zip	21211
Telephone Number	410-467-4545
Email Address	damyers@deerfieldmediainc.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.	WUTB serves the education and information needs of children through broadcast of PSAs designed for youth ages 16 and younger. PSAs were produced for local organizations to promote summer learning activities, recreation and health programs. The station worked with the Baltimore City Department of Recreation and Parks, Baltimore Grade Level Reading campaign, Towson University, and Baltimore Office of Promotions and Arts to produce PSAs. Additionally, we broadcast spots regarding summer storm and weather safety, and PSAs provided by national organizations including the US Forest Service, Children's Oral Health Initiative, US Dept. of Health and Human Services, and the Foundation for A Better Life, and Boys Scouts of America. Station staff participated in stations tours for local day camp programs sharing information about careers in broadcasting and presented weather lessons at local camps and summer school programs. On September 02, 2014 at 09:57 a.m. Bounce went dark on 24.2. All programming, including children's programming stopped.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 07:00 a.m. (10/06/14 - 12/29/14)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The program is designed to make learning about our neighbors, both human and non-human, and the environment, fun. This program will air on the main digital stream.

Other Matters (2 of 7)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 07:00 a.m. (10/07/14 - 12/30/14)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program spans the globe to bring viewers interesting stories about the worlds most fascinating animals; such as the march of the penguins in the artic, a safari in Africa or the Australian outback. The program has four segments each one featuring a different story to educate the viewer about an exotic, unique animal or an animal that can be found locally. This program will air on the main digital stream.

Other Matters (3 of 7)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 07:00 a.m. (10/01/14 - 12/31/14)
Total times aired at regularly scheduled time	14

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program showcases world-class athletes, accomplished artists, scholars, philanthropists and entrepreneurs all under the age of 18. Some of the stories highlighted include: Patrick Peerage, a 14 year old actor and philanthropist, who traveled America raising cancer awareness; Turquoise Thompson who sprinted her way into the record books and earned a full scholarship to UCLA; sisters Marni & Berni Barta who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America. These stories are meant to inspire young people to be selfless and to take part in the larger community around them in some meaningful way and to show them that there are many ways to accomplish things. This program will air on the main digital stream.

Other Matters (4 of 7)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 07:00 a.m. (10/02/14 - 12/25/14)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular the show highlights respect and compassion for all living creatures and has informative instruction on medical rehabilitation treatments and shows techniques and teamwork of rescue personnel. The viewer learns valuable information about animals, such as their development and behavior, their habitats and are also made aware of important environmental issues. This program will air on the main digital stream.

Other Matters (5 of 7)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 07:00 a.m. (10/03/14 - 12/26/14)
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program shows the hard work and dedication that it takes to be a true sports star. It chronicles the trials and tribulations of young athletes as they strive to become a top level performer in the sports arena. This program helps viewers realize their goals in both life and the playing field are attainable with hard work and determination. It reinforces the importance of key values like dedication, discipline, commitment and community involvement. The program also provides in-depth, stories which reveal the important challenges and lessons that mold our young athletes. Through these stories the viewer learns that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout one's life. This program will air on the main digital stream.

Other Matters (6 of 7)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 07:00 a.m. (10/04/14 - 12/27/14)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream.

Other Matters (7 of 7)	Response
Program Title	Animal Science
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 08:00 a.m. (10/05/14 - 12/28/14)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program focuses on how and why an animal is able to excel in its environment. Each segment is united by a theme such as fastest, largest, etc. Through graphics and guest experts, who provide interesting factoids, questions about why a particular animal excels are answered, giving the viewer a better understanding and deeper knowledge of the animals discussed. This program will air on the main digital stream.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Deerfield Media (Baltimore) Licensee, LLC</p>

Attachments

No Attachments.