



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0021268297** | File Number: **CPR-132578** | Submit Date: **07/10/2012** | Call Sign: **WCWN** | Facility ID: **73264** | City:  
**SCHENECTADY** | State: **NY**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/10/2012** | Filing Status: **Active**

Report reflects information for : **Second 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

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	CW
	Nielsen DMA	Albany-Schenectady-Troy
	Web Home Page Address	www.cwalbany.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	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core  
Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7:00 am, 7:30 am
Total times aired at regularly scheduled time	26
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CUBIX is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of the program is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00 pm
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.	What does it mean to go green as a teen? A whole new generation has made the environment, climate change and going green their cause. Eco Company was created to chronicle the passions if this new generation and to answer the questions we have. Eco Company is hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:30 pm
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.	Aqua Kids provides learning in the area of biology and specifically the ecosystem related to the ocean and its tributaries and estuaries, while learning about present and future generations. Each episode provides information related to a specific topic and gives an education approach to understand the topic related to the entire ecosystem of the earth while providing a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. Through the use of hand-on collaboration between kids and science researchers and educators, Aqua Kids encourages children to take an active role in protecting the future of their communities and the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 6)	
	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1:00 pm
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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.	Career Day is a television program that introduces young adults to career exploration and awareness. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career. The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage post secondary education. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives.
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	Career Day
List date and time rescheduled	5/20 11:30 am
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 #	5/19 1:00 pm
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	Career Day
List date and time rescheduled	5/27 12:00 pm
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 #	5/26 1:00 pm
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	Career Day
List date and time rescheduled	4/22 11:30 am
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 #	4/21 1:00 pm
Reason for Preemption	Sports

Digital Core Program (5 of 6)	Response
Program Title	Made in Hollywood: Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 1:30 pm
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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 gives young viewers an inside look at how their favorite shows and movies are made. Program topics include subjects such as animation, producing and directing, costume design, casting and 3D technology. By introducing the viewers to behind-the-scenes filmmaking, it gives them an idea of career opportunities focusing on the creative, technical and artistic skills needed in the motion picture and television industries.
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	Made in Hollywood: Teen Edition
List date and time rescheduled	5/20 12:00 pm
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 #	5/19 1:30 pm
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Made in Hollywood: Teen Edition
List date and time rescheduled	5/27 12:30 pm
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 #	5/26 1:30 pm
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Made in Hollywood: Teen Edition
List date and time rescheduled	4/22 12:00 pm
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 #	4/21 1:30 pm
Reason for Preemption	Sports

Digital Core Program (6 of 6) Response	
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 2:00 pm
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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 show 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.
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	Teen Kids News
List date and time rescheduled	5/27 1:00 pm
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 #	5/26 2:00 pm
Reason for Preemption	Sports

### Digital Preemption Programs #2

Questions	Response
Title of Program	Teen Kids News
List date and time rescheduled	5/20 12:30 pm
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 #	5/19 2:00 pm
Reason for Preemption	Sports

### Digital Preemption Programs #3

Questions	Response
Title of Program	Teen Kids News
List date and time rescheduled	4/22 12:30 pm
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 #	4/21 2:00 pm
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	Vincent Nelson
Address	1400 Balltown Rd
City	Schenectady
State	NY
Zip	12309
Telephone Number	(518) 381-4902
Email Address	vnelson@sbgnet.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.	The station sponsored the Be An Ally Campaign Anti-Bullying Campaign, Airing thirty second public service announcements and well as station ID's throughout the quarter to stop bullying. National PSA's- :20's: Boystown Hotline: Parent's Story, Teens :30's Ad Council Action Hero Alliance Ad Council 5 Seconds Ad Council Adoption Ad Council Wildfire Prevention Ad Council GED Barriers 911 Symptoms SPCA-Animal Abuse, Shelter Pets Ad Council-Emergency Preparedness American Heart Association :60's Paralyzed Veterans Association Orthopedics Society Leukemia Society Pertusis Vaccine Awareness Melanoma Awareness Colorectal Cancer Campaign American Liver Society, Hepatitis C Summer Pool Safety Foundation for a Better Life Facing a Stroke Diabetes Awareness Leaning About Macular Degeneration Big Brothers, Big Sisters- Mentoring USDA- We Promise Ad Council-Newborn Survival American Liver Foundation

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
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Other Matters (2 of 6)	Response
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Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00 pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What does it mean to go green as a teen? A whole new generation has made the environment, climate change and going green their cause. Eco Company was created to chronicle the passions if this new generation and to answer the questions we have. Eco Company is hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit.

Other Matters (3 of 6)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:30 pm
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Length of Program	30 mins

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<b>Other Matters (6 of 6)</b>	
Program Title	Teen Kids News
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 2:00 pm
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Length of Program	30 mins
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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>WCWN, Licensee, LLC</b></p>

**Attachments**

No Attachments.