



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0017998352** | File Number: **CPR-164284** | Submit Date: **01/09/2015** | Call Sign: **WNBW-DT** | Facility ID: **83965** |

City: **GAINESVILLE** | State: **FL**

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

**01/09/2015** | Filing Status: **Active**

Report reflects information for : Fourth 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	NBC
	Nielsen DMA	Gainseville
	Web Home Page Address	http://www.mygtn.tv/

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(9)

Digital Core Program (1 of 9)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the books of the same name, this interplanetary television series follows the adventures of a crew of space animals who run the Astroblast Space Station. Comet, Halley, Sputnik, Radar and Jet are the best of friends, and under the watchful eye of Sal the Octopus the Astroblast crew learns to accept differences, help one another solve problems, make new friends, and discover that getting along and working together is always the best way to achieve a goal. 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 9)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. 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 9)		Response
Program Title	TREE FU TOM	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday, 11am	
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	2 years to 5 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is about a young boy, Tom, who enters the enchanted and magical kingdom of Treetopolis. He and his friends in Treetopolis invariably run into a problem or disaster that needs fixing. Tom then calls upon viewers to do original dance moves that will bring him "Big World" magic, so he and his friends can resolve the challenge of the day. The dance moves also get the viewer to exercise. The educational messages of the program reinforce positive socio-emotional content, using examples to model being loyal to your friends, knowing how to ask for help, doing the right thing rather than what is convenient, making an effort to share rather than be selfish, and relying on teamwork to accomplish a goal. 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 9)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. 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 (5 of 9)	Response
Program Title	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7am
Total times aired at regularly scheduled time	12
Total times aired	12
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based on the books by Lara Jones and emphasizes the use of imagination and creative thinking for the viewers. In each episode Lara reads a story to her cat, Poppy, and as the story unfolds they enter an exciting adventure which takes them to distant lands reached by boat, plane or train. Poppy Cat and his animal friends are always nice yet ignore the antics of the resident bully. The lesson in the story is to think creatively and exercise your mind through reading. 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 Preemption Programs #1

Questions	Response
Title of Program	POPPY CAT
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	2014-10-04
Episode #	10/04/2014 EPCT118H
Reason for Preemption	Other

Digital Core Program (6 of 9)	Response
Program Title	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7:30am
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	20 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal. 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 9)	Response
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8am & 8:30am
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	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program encourages its viewers to use their creativity, curiosity, confidence, compassion, and enthusiasm for writing and reading and build a foundation for critical thinking and problem solving by using viewer's submissions of stories, reports on science, history or literature, persuasive writing and essays, recipes, drawings and poetry as the basis for various program segments. Segments includes: story theatre, brain games, pupil's court, food folks puppets, detective mcmystery and journal journey. Watching viewer submissions transformed by the cast promotes character development, cooperation and mutual respect of others, as well as inspiring viewers to submit their own entries which may be aired. This program aired on the secondary digital stream, channel 9.2
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 9)	Response
Program Title	TRAVEL THRU HISTORY
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9am
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 explores the whys and hows that shaped a particular city or destination into the modern destination it is today. As the program delves into the people and past of the destination, the viewer has a new outlook on the location and is inspired to go there someday. This program aired on the secondary digital stream, channel 9.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9)	Response
Program Title	MYSTERY HUNTERS
Origination	Network

Days/Times Program Regularly Scheduled	Saturday, 9:30am
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.	In this program, viewers are taken on a journey around the globe to investigate the mysteries that have baffled people throughout the ages. Through critical observation, analytical thinking and scientific testing, this series encourages the viewer to question the world around him/her. Armed with video cameras and their instincts, the hosts gather facts and meet the experts debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena. This program aired on the secondary digital stream, channel 9.2
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	Lazytown
Origination	Network
Days/Times Program Regularly Scheduled:	10/5/2014 8am
Total times aired at regularly scheduled time:	1
Number of Preemptions	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town is a show that is all about health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we see a visitor named Stephanie determined to coax her friends and relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, to leave their gaming consoles and candy stashes at home so they can go outside and play. She gets her Uncle, the Mayor and his friend Ms. Busy Body to support her efforts. But all of them are constantly foiled by Robbie Rotten, who lives underground and is determined to send Lazy Town back to inactivity and quiet. Coming to the rescue is the athlete Sportacus who lives in a spaceship and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he goes back to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again. 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
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Date and Time Aired:

Questions	Response
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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	Rebecca Santana
Address	1703 NW 80th Blvd.
City	Gainesville
State	FL
Zip	32606
Telephone Number	352-332-1128
Email Address	rmviera@sbgtn.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.	During the Fourth Quarter 2014, WNBW addressed the informational and educational needs of children through a variety of programming, outreach activities and sponsorships of local children's events and fundraisers. WNBW continued its commitment to the Backpack For Kids program by packing backpacks with food for eligible kids to take home over the weekends. Through our locally produced PSA's, we are able to raise awareness about hunger in our local communities. It helps hungry kids have something to eat. WNBW served as the television sponsor for the Scramble For Kids golf tournament which raises money for our local Children's Home Society, Girls Place and Boys and Girls Club. These charities make a difference in the lives of Alachua County youth. WNBW produced a PSA and sponsored the annual Kickoff For a Cure, which is the fundraiser for our local chapter finding the cure for Cystic Fibrosis. WNBW was also the media sponsor for our local Children's Home Society event called "Celebrate Adoption" which is a family-friendly event where children and families came together to meet with local community members who could help them with information about all different forms of adoption. WNBW was also the television sponsor and organizer of the annual "Gainesville Greatest Sale," a fundraiser for the March of Dimes.



Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the books of the same name, this interplanetary television series follows the adventures of a crew of space animals who run the Astroblast Space Station. Comet, Halley, Sputnik, Radar and Jet are the best of friends, and under the watchful eye of Sal the Octopus the Astroblast crew learns to accept differences, help one another solve problems, make new friends, and discover that getting along and working together is always the best way to achieve a goal. This program will air on the main digital stream.

Other Matters (2 of 9)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. This program will air on the main digital stream.

Other Matters (3 of 9)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is about a young boy, Tom, who enters the enchanted and magical kingdom of Treetopolis. He and his friends in Treetopolis invariably run into a problem or disaster that needs fixing. Tom then calls upon viewers to do original dance moves that will bring him "Big World" magic, so he and his friends can resolve the challenge of the day. The dance moves also get the viewer to exercise. The educational messages of the program reinforce positive socio-emotional content, using examples to model being loyal to your friends, knowing how to ask for help, doing the right thing rather than what is convenient, making an effort to share rather than be selfish, and relying on teamwork to accomplish a goal. This program will air on the main digital stream.

Other Matters (4 of 9)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. This program will air on the main digital stream.

Other Matters (5 of 9)	Response
Program Title	Poppy Cat
Origination	Network

Days/Times Program Regularly Scheduled	Sunday, 7am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based on the books by Lara Jones and emphasizes the use of imagination and creative thinking for the viewers. In each episode Lara reads a story to her cat, Poppy, and as the story unfolds they enter an exciting adventure which takes them to distant lands reached by boat, plane or train. Poppy Cat and his animal friends are always nice yet ignore the antics of the resident bully. The lesson in the story is to think creatively and exercise your mind through reading. This program will air on the main digital stream.

Other Matters (6 of 9)	Response
Program Title	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program features creating art projects and cooking projects around a specific theme. Noodle & Doodle along with host, Sean, demonstrate step-by-step "how to" projects, encouraging parent engagement and often feature families working together to make something to display within the child's home. The art projects typically promote utilizing recycled materials in order to demonstrate that objects can be repurposed. This program will air on the main digital stream.

Other Matters (7 of 9)	Response
Program Title	GREEN SCREEN ADVENTURES
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 8am & 8:30am
Total times aired at regularly scheduled time	26

Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program encourages its viewers to use their creativity, curiosity, confidence, compassion, and enthusiasm for writing and reading and build a foundation for critical thinking and problem solving by using viewer's submissions of stories, reports on science, history or literature, persuasive writing and essays, recipes, drawings and poetry as the basis for various program segments. Segments includes: story theatre, brain games, pupil's court, food folks puppets, detective mcmystery and journal journey. Watching viewer submissions transformed by the cast promotes character development, cooperation and mutual respect of others, as well as inspiring viewers to submit their own entries which may be aired. This program will air on the secondary digital stream, channel 9.2

Other Matters (8 of 9)	Response
Program Title	TRAVEL THRU HISTORY
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9am & 9:30am
Total times aired at regularly scheduled time	26
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 explores the whys and hows that shaped a particular city or destination into the modern destination it is today. As the program delves into the people and past of the destination, the viewer has a new outlook on the location and is inspired to go there someday. This program will air on the secondary digital stream, channel 9.2

Other Matters (9 of 9)	Response
Program Title	MYSTERY HUNTERS
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10am & 10:30am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

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

In this program, viewers are taken on a journey around the globe to investigate the mysteries that have baffled people throughout the ages. Through critical observation, analytical thinking and scientific testing, this series encourages the viewer to question the world around him/her. Armed with video cameras and their instincts, the hosts gather facts and meet the experts debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena. This program will air on the secondary digital stream, channel 9.2

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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>MPS Media of Gainesville License, LLC</b></p>

Attachments

No Attachments.