



(REFERENCE COPY - Not for submission)

## Children's Television Programming Report

FRN: **0001887363** File Number: **CPR-132522** Submit Date: **07/10/2012** Call Sign: **KPNX** Facility ID: **35486** City:

MESA State: AZ

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

#### Children's Television Information

| Section      | Question              | Response                 |
|--------------|-----------------------|--------------------------|
| Station Type | Station Type          | Network Affiliation      |
|              | Affiliated network    | NBC                      |
|              | Nielsen DMA           | Phoenix                  |
|              | Web Home Page Address | www.12news.azcentral.com |

## Digital Core Programming

| Question  | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream  | 3.0      |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream  | 168.0    |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:  | 3.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes      |

## Digital Core Programs(7)

| Digital Core Program (1 of 7)  | Response   |
|--|--|
| Program Title  | Whatever Show (on Multicasted Channel)   |
| Origination  | Local  |
| Days/Times Program<br>Regularly Scheduled  | Saturdays @ 9AM, 9:30AM, 10AM, 10:30AM, 11AM and 11:30AM   |
| Total times aired at regularly scheduled time  | 78   |
| Total times aired  |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions for<br>other than Breaking<br>News  |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of Program  | 30 mins  |
| Age of Target Child<br>Audience  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The educational objective of the "Whatever Show" is to provide information relevant to teenagers and to provide a forum for teenagers to express themselves from an honest teen perspective. The "Whatever Show" is an informational program for teens. The "Whatever Show" covers a wide range of topics including teen issues, entertainment, health, music and activities. Teen reporters for the "Whatever Show" suggest story ideas, conduct interviews and make "Whatever" a real show "for and by teenagers". |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes  |

| Digital Core<br>Program (2 of<br>7)                    | Response           |
|--|--------------------|
| Program Title  | Willa's Wild Life  |
| Origination  | Network            |
| Days/Times Program Regularly Scheduled                 | Sundays at 10:00AM |
| Total times<br>aired at<br>regularly<br>scheduled time | 9                  |

| Total times aired  | 12  |
|--|---|
| Number of Preemptions  | 3   |
| Number of Preemptions for other than Breaking News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 3   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience  | 6 years to 10 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Willa's Wild Life" is a new animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Willa's Wild Life |
| List date and time rescheduled   | 06/10 @ 12:00PM   |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   |                   |
| Episode #  | 06/10 (WIL002)    |
| Reason for Preemption  | Sports            |

| Questions                      | Response          |
|--------------------------------|-------------------|
| Title of Program               | Willa's Wild Life |
| List date and time rescheduled | 04/14 @ 11:00AM   |

| Is the rescheduled date the second home?   | Yes            |
|--|----------------|
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes            |
| Date Preempted   |                |
| Episode #  | 04/14 (WIL005) |
| Reason for Preemption  | Sports         |

| Questions  | Response          |
|--|-------------------|
| Title of Program   | Willa's Wild Life |
| List date and time rescheduled   | 04/08 @ 11:00AM   |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   |                   |
| Episode #  | 04/08 (WIL015)    |
| Reason for Preemption  | Sports            |

| Digital Core<br>Program (3 of 7)                   | Response            |
|--|---------------------|
| Program Title                                      | BABAR               |
| Origination  | Network             |
| Days/Times<br>Program Regularly<br>Scheduled       | Saturdays @ 10:30AM |
| Total times aired at regularly scheduled time      | 12                  |
| Total times aired                                  | 13                  |
| Number of<br>Preemptions                           | 1                   |
| Number of Preemptions for other than Breaking News |                     |
| Number of<br>Preemptions<br>Rescheduled            | 1                   |
| Length of Program                                  | 30 mins             |
| Age of Target<br>Child Audience                    | 6 years to 10 years |

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

| Questions  | Response        |
|--|-----------------|
| Title of Program   | BABAR           |
| List date and time rescheduled   | 06/10 @ 11:30AM |
| Is the rescheduled date the second home?   | Yes             |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes             |
| Date Preempted   |                 |
| Episode #  | 06/09 (BAR207)  |
| Reason for Preemption  | Sports          |

| Digital Core<br>Program (4<br>of 7)                            | Response           |
|--|--------------------|
| Program Title  | Shelldon           |
| Origination  | Network            |
| Days/Times<br>Program<br>Regularly<br>Scheduled                | Saturdays @ 9:30AM |
| Total times aired at regularly scheduled time                  | 12                 |
| Total times aired  | 13                 |
| Number of<br>Preemptions                                       | 1                  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News |                    |

| Number of<br>Preemptions<br>Rescheduled  | 1   |
|--|---|
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 6 years to 10 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the Inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes   |

| Questions  | Response       |
|--|----------------|
| Title of Program   | Shelldon       |
| List date and time rescheduled   | 06/02 @ 7:30AM |
| Is the rescheduled date the second home?   | No             |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes            |
| Date Preempted   |                |
| Episode #  | 06/02 (SHL003) |
| Reason for Preemption  | Sports         |

| Digital Core<br>Program (5<br>of 7)             | Response         |
|---|------------------|
| Program Title                                   | Pearlie          |
| Origination                                     | Network          |
| Days/Times<br>Program<br>Regularly<br>Scheduled | Sunday @ 10:30AM |

| Total times aired at regularly scheduled time  | 9  |
|--|--|
| Total times aired  | 12   |
| Number of<br>Preemptions   | 3  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  | 3  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience   | 6 years to 10 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | PEARLIE is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head quarters (HQ) to keep Jubilee Park in sparkling order, sh has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?     | Yes  |

| Questions  | Response        |
|--|-----------------|
| Title of Program   | Pearlie         |
| List date and time rescheduled   | 04/08 @ 11:30AM |
| Is the rescheduled date the second home?   | Yes             |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes             |
| Date Preempted   |                 |
| Episode #  | 04/08 (PEA110   |

| Reason for Preemption | Sports |
|-----------------------|--------|
|-----------------------|--------|

| Questions  | Response       |
|--|----------------|
| Title of Program   | Pearlie        |
| List date and time rescheduled   | 06/10 @12:30PM |
| 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 #  | 06/10 (PEA106) |
| Reason for Preemption  | Sports         |

| Questions  | Response        |
|--|-----------------|
| Title of Program   | Pearlie         |
| List date and time rescheduled   | 04/14 @ 11:30AM |
| Is the rescheduled date the second home?   | Yes             |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes             |
| Date Preempted   |                 |
| Episode #  | 04/14 (PEA108)  |
| Reason for Preemption  | Sports          |

| Digital Core<br>Program (6 of<br>7)                            | Response           |
|--|--------------------|
| Program Title  | The Zula Patrol    |
| Origination  | Network            |
| Days/Times<br>Program<br>Regularly<br>Scheduled                | Saturdays @ 9:00AM |
| Total times aired at regularly scheduled time                  | 13                 |
| Total times aired  |                    |
| Number of<br>Preemptions                                       | 0                  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News |                    |

| Number of     |   |
|---------------|---|
| Preemptions   |   |
| Rescheduled   |   |
| reserieduled  |   |
| Length of     | 30 mins   |
| Program       |   |
| Age of Target | 6 years to 10 years   |
| Child         |   |
| Audience      |   |
|               |   |
| Describe the  | "The Zula Patrol" is an animated show about six extraterrestrial characters-Captain Bula, his copilot Zeete |
| educational   | Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wigg-who learn key science      |
| and           | concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark       |
| informational | Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take       |
| objective of  | over the universe. Each character exhibits unique abilities and traits that, combined with their new        |
| the program   | knowledge, help them problem-solve their way through their journeys. Using an integrated approach to        |
| and how it    | target diverse learning styles, the show communicates its educational messages through narratives and a     |
| meets the     | two-part information segment at the end of each story.  |
| definition of |   |
| Core          |   |
| Programming.  |   |
| Does the      | Yes   |
| Licensee      |   |
| identify the  |   |
| program by    |   |
| displaying    |   |
| throughout    |   |
| the program   |   |
| the symbol E  |   |
| /I?           |   |

| Digital Core<br>Program (7 of 7)                            | Response            |
|---|---------------------|
| Program Title   | Jane And The Dragon |
| Origination   | Network             |
| Days/Times<br>Program<br>Regularly<br>Scheduled             | Saturdays @ 10:00AM |
| Total times aired at regularly scheduled time               | 12                  |
| Total times aired   | 13                  |
| Number of<br>Preemptions                                    | 1                   |
| Number of<br>Preemptions for<br>other than<br>Breaking News |                     |
| Number of<br>Preemptions<br>Rescheduled                     | 1                   |
| Length of<br>Program  | 30 mins             |

| Age of Target<br>Child Audience  | 6 years to 10 years   |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | JANE AND THE DRAGON is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Questions  | Response            |
|--|---------------------|
| Title of Program   | Jane And The Dragon |
| List date and time rescheduled   | 03/31 3:00PM        |
| Is the rescheduled date the second home?   | Yes                 |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                 |
| Date Preempted   |                     |
| Episode # 03/31 (JAD1  |                     |
| 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            | Yes  |
| 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   | Michelle Fierros   |
| Address  | 200 E Van Buren Street   |
| City   | Phoenix  |
| State  | AZ   |
| Zip  | 85004  |
| Telephone Number   | 602-444-1285   |
| Email Address  | mfierros@12news.com  |
| Include any other comments or  | The Zula Patrol: On 06/02 was preempted due to NBC coverage of The French  |
| information you want the Commission to   | Open. Shelldon: On 06/02 was preempted due to NBC coverage of The French   |
| consider in evaluating your compliance with the Children's Television Act (or use  | Open. Jane and the Dragon: On 06/09 was preempted due to NBC coverage of The French Open. Babar: On 06/09 was preempted due to NBC coverage of     |
| this space for supplemental  | The French Open. Willa's Wild Life: On 04/08 and 04/14 was preempted due to  |
| explanations). This may include  | NBC coverage of Hockey. On 06/10 was preempted due to NBC coverage of  |
| information on any other noncore   | The French Open. For the 13 week 06/30 this show was aired on Sunday 07  |
| educational and informational  | /01. Pearlie: On 04/08 and 04/14 was preempted due to Hockey. On 06/10 was preempted due to NBC coverage of The French Open. For the 13 week 06/30 |
| programming that you aired this quarter or plan to air during the next quarter, or | this show was aired on Sunday 07/01. KPNX rescheduled all of the above   |
| any existing or proposed non-broadcast   | preempted programs and notified viewers appropriately. Because KPNX ceased   |
| efforts that will enhance the educational  | analog operations and converted to digital-only operations prior to the start of   |
| and informational value of such  | the reporting period, Questions 7(b) and 7(c) are no longer applicable.  |
| programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.              |  |
| Coolin Folor I, ITO LEO E and of   |  |

## Other Matters (9)

Core

Programming.

| Other Matters (1 of 9)   | Response   |
|--|--|
| Program Title  | Whatever Show  |
| Origination  | Local  |
| Days/Times Program<br>Regularly Scheduled  | Saturdays at 9AM, 9:30AM, 10AM, 10:30AM, 11AM, & 11:30AM   |
| Total times aired at regularly scheduled time  | 78   |
| Length of Program  | 30 mins  |
| Age of Target Child<br>Audience from   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The educational objective of the "Whatever Show" is to provide information relevant to teenagers and to provide a forum for teenagers to express themselves from an honest teen perspective. The "Whatever Show" is an informational program for teens. The "Whatever Show" covers a wide range of topics including teen issues, entertainment, health, music and activities. Teen reporters for the "Whatever Show" suggest story ideas, conduct interviews and make "Whatever" a real show "for and by teenagers". |

| Other<br>Matters (2 of<br>9)   | Response   |
|--|--|
| Program Title  | NOODLE AND DOODLE  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 9:00   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |
| Describe the educational and informational objective of the program and how it meets the definition of | Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal. |

| Other<br>Matters (3 of<br>9)   | Response   |
|--|--|
| Program Title  | PAJANIMALS   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 9:30AM   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>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 Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow. |

| Other Matters<br>(4 of 9)                              | Response           |
|--|--------------------|
| Program Title  | POPPY CAT          |
| Origination  | Network            |
| Days/Times<br>Program<br>Regularly<br>Scheduled        | Saturdays @ 10AM   |
| Total times<br>aired at<br>regularly<br>scheduled time | 13                 |
| Length of<br>Program                                   | 30 mins            |
| Age of Target<br>Child Audience<br>from                | 2 years to 5 years |

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

Core

Programming.

Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.

| Other<br>Matters (5 of<br>9)   | Response   |
|--|--|
| Program Title  | JUSTIN TIME  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturdays @ 10:30AM  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 2 years to 5 years   |
| Describe the educational and informational objective of the program and how it meets the definition of | Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination. |

| Other Matters<br>(6 of 9)                              | Response            |
|--|---------------------|
| Program Title  | Willa's Wild Life   |
| Origination  | Network             |
| Days/Times<br>Program<br>Regularly<br>Scheduled        | Saturdays @ 10:00AM |
| Total times<br>aired at<br>regularly<br>scheduled time | 1                   |

| Length of<br>Program   | 30 mins  |
|--|--|
| Age of Target<br>Child Audience<br>from  | 6 years to 10 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals an elephant, a giraffe, a pair of performing seals, bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic. |

| Other<br>Matters (7 of<br>9)   | Response   |
|--|--|
| Program Title  | Peralie  |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Sunday @ 10:30am   |
| Total times aired at regularly scheduled time  | 1  |
| Length of Program  | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 6 years to 10 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva, Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park. |

| Other<br>Matters (8 of |          |
|------------------------|----------|
| 9)                     | Response |
| Program Title          | LAZYTOWN |
| Origination            | Network  |

| Days/Times<br>Program<br>Regularly<br>Scheduled           | SUNDAY 10:00AM   |
|---|--|
| Total times<br>aired at<br>regularly<br>scheduled<br>time | 13   |
| Length of<br>Program                                      | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from                | 2 years to 5 years   |
| Describe the  | Lazy Town promotes fitness and healthful habits for preschool children. It takes place in an imaginary |

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

setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.

| Other Matters<br>(9 of 9)                                   | Response   |
|---|--|
| Program Title   | WIGGLES  |
| Origination   | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled             | SUNDAYS @ 10:30AM  |
| Total times<br>aired at<br>regularly<br>scheduled time      | 13   |
| Length of<br>Program  | 30 mins  |
| Age of Target<br>Child Audience<br>from                     | 2 years to 5 years   |
| Describe the educational and informational objective of the | The Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach |

program and how it meets the definition of Core Programming.

numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool child.

#### 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. Multimedia Holdings Corporation **Attachments** 

No Attachments.