



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0001712819** | File Number: **CPR-155408** | Submit Date: **07/02/2014** | Call Sign: **WHKY-TV** | Facility ID: **65919** |

City: **HICKORY** | State: **NC**

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

07/02/2014 | Filing Status: **Active**

Report reflects information for : **Second 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
-----------	---------	-------	-------	----------------

Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
--------------	---------	-------	-------	--------------

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Charlotte
	Web Home Page Address	www.whky.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	504.0
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:	11.0
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(12)

Digital Core Program (1 of 12)		Response
Program Title		Real Life 101 (Digital Sub Channel 14.2)
Origination		Network
Days/Times Program Regularly Scheduled		Mon-Fri 8:30am
Total times aired at regularly scheduled time		65
Total times aired		24
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (2 of 12)		Response
Program Title		Mouse in the House (Digital Sub Channel 14.2)
Origination		Network
Days/Times Program Regularly Scheduled		Tues 8:00am
Total times aired at regularly scheduled time		13
Total times aired		24
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Children get to conduct a variety of scientific experiments in a manner that is both informative and enjoyable.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (3 of 12)		Response
Program Title		The Outdoorsman (Digital Sub Channel 14.3)

Origination	Network
Days/Times Program Regularly Scheduled	Monday-Saturday 8:00am-8:30am
Total times aired at regularly scheduled time	78
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.	Experienced outdoorsman Buck McNeely travels to remote locations across the globe, often with celebrity guests, to hunt and study local issues in conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)		Response
Program Title		Wild America (Digital Sub Channel 14.2)
Origination		Network
Days/Times Program Regularly Scheduled		Fri 8:00am
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.		Wildlife photographer and naturalist Marty Stouffer explores the flora and fauna of North America.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (5 of 12)		Response
Program Title		What Color is your Dog? (Digital Digital Sub Channel 14.2)
Origination		Network
Days/Times Program Regularly Scheduled		Wed 8:00am
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 Color is your Dog is a home pet training show with an educational flair. Through Joel Silverman's revealing interviews with fellow Hollywood animal trainers and his "in-the-home" training sessions with adults, kids and their pets, this show presents dog and cat owners as well a wide array of opportunities to learn to train their pets
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 12)	Response
Program Title	Mustard Pancakes (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Mon 8:00am
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Music-driven "Mustard Pancakes" celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 12)	Response
Program Title	Eco Company (Digital Sub Channel 14.2)
Origination	Network

Days/Times Program Regularly Scheduled	Thurs 8:00am
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.	Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12)		Response
Program Title		Mouse in the House (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination		Network
Days/Times Program Regularly Scheduled		Sat 7:00am, Sat 9:30am, Sat 9:30am
Total times aired at regularly scheduled time		39
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children get to conduct a variety of scientific experiments in a manner that is both informative and enjoyable.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	Real Life 101 (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:30am, Sat 9:00am, Sat 9:00am, Sat 10:30am, Sat 10:30am
Total times aired at regularly scheduled time	65
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	Mustard Pancakes (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:30am, Sat 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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Music-driven "Mustard Pancakes" celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	Dog and Cat Training (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am, Sat 10:00am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal trainer Joel Silverman goes behind-the-scenes for interviews with other Hollywood animal trainers, and gives pet owners tips for training.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	Dudley the Dragon (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:00am, Sat 8:00am
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	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	After awakening from a century-long slumber, a dragon and two human pals travel around the world to learn about social issues and eco-friendliness.
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	Jeff Long
Address	PO Box 1059
City	Hickory
State	NC
Zip	28603-1059
Telephone Number	828-485-5501
Email Address	JeffLong@whky.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.	WHKY-TV ceased programming on its analog channel and converted to digital only broadcast as part of the early transition option to Digital Television on February 14, 2009. Licensee's responses to question 7 assume that the main digital program is the same as the former analog channel.

Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	Real Life 101 (Digital Sub Channel 14.3)
Origination	Network
Days/Times Program Regularly Scheduled	Mon-Fri 8:30am-9:00am
Total times aired at regularly scheduled time	65
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!

Other Matters (2 of 11)	Response
Program Title	Mouse in the House (Digital Main Channel 14.1 & Digital Sub Channels 14.3 & 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:00am, Sat 9:30am, Sat 9:30am, Tues 8:00am
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children get to conduct a variety of scientific experiments in a manner that is both informative and enjoyable.

Other Matters (3 of 11)	Response
Program Title	Real Life 101 (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 7:30am, Sat 9:00am, Sat 9:00am, Sat 10:30am, Sat 10:30am
Total times aired at regularly scheduled time	65
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, horse trainers and special effects. So you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed!

Other Matters (4 of 11)	Response
Program Title	Mustard Pancakes (Digital Main Channel 14.1 & Sub Channels 14.3 & 14.4)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 8:30am, Sat 8:30am, Mon 8:00am
Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Music-driven MUSTARD PANCAKES celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each other's growth and work together to overcome the day-to-day challenges all children face.

Other Matters (5 of 11)	Response
Program Title	Dudley the Dragon (Digital Main Channel 14.1 & Digital Sub Channel 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 8:00am, Sat 8:00am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	After awakening from a century-long slumber, a dragon and two human pals travel around the world to learn about social issues and eco-friendliness.

Other Matters (6 of 11)	Response
Program Title	9th Period (Digital Sub Channel 14.3)
Origination	Network
Days/Times Program Regularly Scheduled	Fri 8:00am
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.	9th Period is a program that presents characters during the school day that are working hard to make good grades in their classes. After school, homework and studies, they solve their hometown mysteries, relying on keen observation skills and teamwork. Every episode includes a moral lesson and includes interesting science facts and other class room knowledge.

Other Matters (7 of 11)	Response
Program Title	What Color is your Dog? (Digital Main Channel 14.1 & Digital Sub Channels 14.3 & 14.4)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am, Sat 10:00am, Wed 8:00am

Total times aired at regularly scheduled time	39
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.	What Color is your Dog is a home pet training show with an educational flair. Through Joel Silverman's revealing interviews with fellow Hollywood animal trainers and his "in-the-home" training sessions with adults, kids and their pets, this show presents dog and cat owners as well a wide array of opportunities to learn to train their pets

Other Matters (8 of 11)	Response
Program Title	Eco Company (Digital Sub Channel 14.3)
Origination	Network
Days/Times Program Regularly Scheduled	Thur 8:00am
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.	Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.

Other Matters (9 of 11)	Response
Program Title	Animal Atlas (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00am, 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
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animals and their environments around the world are featured, highlighting the important links between the creatures of the wild and their ecosystems.

Other Matters (10 of 11)	Response
Program Title	Zoo Clues (Digital Sub Channel 14.2)

Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:00am, 11:30am
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.	The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (11 of 11)	Response
Program Title	On the Spot (Digital Sub Channel 14.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 12:00Noon, 12:30pm
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation.

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>Long Communications, LLC</p>

Attachments

No Attachments.