



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0015431570** | File Number: **CPR-137398** | Submit Date: **01/09/2013** | Call Sign: **WTLF** | Facility ID: **82735** | City: **TALLAHASSEE** | State: **FL**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/09/2013** | Filing Status: **Active**

Report reflects information for : **Fourth 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
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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	CW
	Nielsen DMA	Tallahassee-Thomasville GA
	Web Home Page Address	www.thecwtally.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(7)

Digital Core Program (1 of 7)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 12:30P 10/07/12-12/30/12
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.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13 to 16 year old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries" (Berry & O'Neal, 2006, p. 1). To guide the production of MIH:TE, Berry (2006) developed a career and guidance model that offers a framework for the development of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 7)	Response
Program Title	ELIZABETH STANTON'S GREAT BIG WORLD
Origination	Network
Days/Times Program Regularly Scheduled	SUN 11:30A 10/07/12-12/30/12
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.	Elizabeth Stanton's Great Big World provides dynamic core programming in the areas of particular concern to young teens; including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens combining the exciting, fun, and diverse experiences of world exploration with the life changing volunteer opportunities available in these same areas. Various age appropriate global issues are introduced to the viewing audience through in depth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 7)	Response
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Program Title	LIVE LIFE AND WIN
Origination	Network
Days/Times Program Regularly Scheduled	SUN 12P 10/07/12-12/30/12
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.	<p>Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. Connection III Entertainment Corp. is a media production and distribution company that recognizes the physical, emotional, mental, and social challenges faced by adolescents as they negotiate their new found independence and the concomitant decisions they make. As part of its commitment to support young people as they navigate these challenges, Connection III Entertainment Corp. created, developed and is producing the FCC Friendly, Educational/Informational TV series, Live Life &amp; Win!. The series features: Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to Live Life and Win!.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 7)	Response
Program Title	ON THE SPOT
Origination	Network
Days/Times Program Regularly Scheduled	SAT 12:30P 10/06/12-12/29/12
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.	<p>On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13 plus, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer. Among a field of narrowly-focused E/I programs, On the Spot stands out as most the scholastically diverse and enriching educational program on the market. One of On the Spot's creators and producers at LongNeedle, Peter McDonnell, is a curriculum and education specialist who has designed curriculums for Oregon State University and created science, math, reading, social studies, history, art, and health content for the country's leading K-12 educational publishers, Macmillan/McGraw-Hill, Pearson, and Houghton Mifflin Harcourt. LongNeedle is very familiar with the FCC's requirements for E/I content and continues to create E/I programming that surpasses these guidelines. On the Spot will be delivered to stations fully Closed Captioned with the required E/I logo on screen for the entire duration of the program (not necessary during commercial time.) LongNeedle is proud to offer On the Spot as a fully qualified E/I program for Fall 2011.</p>



Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (5 of 7)	Response
Program Title	CHAT ROOM
Origination	Network
Days/Times Program Regularly Scheduled	SAT 12P 10/06/12-12/29/12
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.	Chat Room is a half-hour weekly educational series designed to educate, inform and entertain children 16 & under (specific target audience is 13 to 16) through re-enacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. Chat Room may not have all the answers but it offers a place where young people can watch and discuss the problems they face. Chat Room provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. Chat Room is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (6 of 7) Response	
Program Title	ANIMAL SCIENCE
Origination	Network
Days/Times Program Regularly Scheduled	SUN 11A 10/07/12-12/30/12
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.	ANIMAL SCIENCE is a new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (specific target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high-definition, ?ANIMAL SCIENCE? uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host?s modern vocal style will be engaging to the target audience. This program will attract all age demographics.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)	Response
Program Title	RESUE HEREOS
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7A 10/06/12-12/29/12 & SAT 7:30A 10/06/12-12/29/12
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.
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	Anne Malcolm
Address	950 COMMERCE BLVD
City	MIDWAY
State	FL
Zip	32343
Telephone Number	850-576-4990
Email Address	amalcolm@fox49. 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.	

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 12:30P 01/06/13-03/31/13
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.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13 to 16 year old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries" (Berry & O'Neal, 2006, p. 1). To guide the production of MIH:TE, Berry (2006) developed a career and guidance model that offers a framework for the development of each episode.

Other Matters (2 of 7)	Response
Program Title	ELIZABETH STANTON'S GREAT BIG WORLD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 11:30A 01/06/13-03/31/13
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.	Elizabeth Stanton's Great Big World provides dynamic core programming in the areas of particular concern to young teens; including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas. Various age-appropriate global issues are introduced to the viewing audience through in depth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.
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Other Matters (3 of 7)	Response
Program Title	LIVE LIFE AND WIN
Origination	Network
Days/Times Program Regularly Scheduled	SUN 12P 01/06/13-03/31/13
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.	Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. Connection III Entertainment Corp. is a media production & distribution company that recognizes the physical, emotional, mental, and social challenges faced by adolescents as they negotiate their newfound independence and the concomitant decisions they make. As part of its commitment to support young people as they navigate these challenges, Connection III Entertainment Corp. created, developed and is producing the FCC Friendly, Educational/Informational TV series, "Live Life & Win!". The series features: Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to Live Life and Win!.

Other Matters (4 of 7)	Response
Program Title	ON THE SPOT
Origination	Network



Days/Times Program Regularly Scheduled	SAT 12:30P 01/05/13-03/30/13
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.	On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13 plus, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer. Among a field of narrowly-focused E/I programs, On the Spot stands out as most the scholastically diverse and enriching educational program on the market. One of On the Spot's creators and producers at LongNeedle, Peter McDonnell, is a curriculum and education specialist who has designed curriculums for Oregon State University and created science, math, reading, social studies, history, art, and health content for the country's leading K-12 educational publishers, Macmillan/McGraw-Hill, Pearson, and Houghton Mifflin Harcourt. LongNeedle is very familiar with the FCC's requirements for E/I content and continues to create E/I programming that surpasses these guidelines. On the Spot will be delivered to stations fully Closed Captioned with the required E/I logo on screen for the entire duration of the program (not necessary during commercial time.) LongNeedle is proud to offer On the Spot as a fully qualified E/I program for Fall 2011.

Other Matters (5 of 7)	Response
Program Title	CHAT ROOM
Origination	Network
Days/Times Program Regularly Scheduled	SAT 12P 01/05/13-03/30/13
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.	Chat Room is a half-hour weekly educational series designed to educate, inform and entertain children 16 & under (specific target audience is 13 to 16) through re-enacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. Chat Room may not have all the answers but it offers a place where young people can watch and discuss the problems they face. Chat Room provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. Chat Room is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.
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Other Matters (6 of 7)	Response
Program Title	ANIMAL SCIENCE
Origination	Network
Days/Times Program Regularly Scheduled	SUN 11A 01/06/13-03/31/13
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.	ANIMAL SCIENCE is a new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (specific target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high-definition, ?ANIMAL SCIENCE? uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host?s modern vocal style will be engaging to the target audience. This program will attract all age demographics.

Other Matters (7 of 7)	Response
Program Title	RESUE HEROES
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7 & 7:30A 01/05/13-03/30/13
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.
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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 TALLAHASSEE, LLC</b></p>

**Attachments**

No Attachments.