Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0001887363** | File Number: **CPR-134400** | Submit Date: **10/08/2012** | Call Sign: **WTLV** | Facility ID: **65046** | City: **JACKSONVILLE** | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/08/2012** | Filing Status: **Active**

Report reflects information for : Third 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	Jacksonville-Brunswick
	Web Home Page Address	www.firstcoastnews.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(12)

Digital Core Program (1 of 12)	Response
Program Title	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30AM ET
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	"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. While the show will be enjoyed by preschoolers, the projects are very practical and engaging to implement for children ages 5-8. 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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	07/21/12 1:00PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07/28/12 - ENAD104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle
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	2012-08-04
Episode #	08/04/12 - ENAD105H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	07/07/12 1:00PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07/07/12 - ENAD101H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	08/19/12 11:30AM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08/11/12 - ENAD106H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	09/23/12 11:30AM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09/29/12 - ENAD113H
Reason for Preemption	Sports

Digital Core Program (2 of 12)	Response
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00AM ET
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	"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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	07/21/12 1:30PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07/28/12 - EPAJ104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	07/07/12 1:30PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07/07/12 - EPAJ101H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	09/23/12 12:00PM ET
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09/29/12 - EPAJ113H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	08/19/12 12:00PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08/11/12 - EPAJ106H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pajanimals
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	2012-08-04
Episode #	08/04/12 - EPAJ105H
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	Poppy Cat
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:00-11:30AM ET
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	"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 because it will always lead to enjoyment and adventure.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	07/21/12 2:00PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07/28/12 - EPCT104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	07/07/12 2:00PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07/07/12 - EPCT101H

Reason for Preemption	Sports

Digital Preemption Programs #3

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	2012-08-04
Episode #	08/04/12 - EPCT105H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	09/23/12 12:30PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09/29/12 - EPCT113H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	08/19/12 12:30PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08/11/12 - EPCT106H
Reason for Preemption	Sports

Digital Core Program (4 of 12)	Response
Program Title	Justin Time
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30AM-12:00PM ET

Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	"Justin Time" features a 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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Justin Time
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	2012-08-04
Episode #	08/04/12 - EJTM105H

Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	09/29/12 7:00AM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09/29/12 - EJTM113H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	08/19/12 1:00PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08/11/12 - EJTM106H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	07/08/12 1:00PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07/07/12 - EJTM101H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	07/22/12 11:30AM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28

Episode #	07/28/12 - EJTM104H
Reason for Preemption	Sports

Digital Core Program (5 of 12)	**Response**
Program Title	Lazy Town
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00-12:30PM ET
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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" promotes fitness and healthful habits for children of preschool and primary grades. It takes place in an imaginary 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 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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Lazy Town
List date and time rescheduled	09/09/12 11:30AM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	09/08/12 - ELZT116H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazy Town
List date and time rescheduled	08/25/12 1:00PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08/11/12 - ELZT109H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Lazy Town
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	2012-08-04
Episode #	08/04/12 - ELZT108H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Lazy Town
List date and time rescheduled	09/29/12 7:30AM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09/29/12 - ELZT120H

Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Lazy Town
List date and time rescheduled	07/22/12 12:00PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07/28/12 - ELZT104H
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	The Wiggles
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00PM ET
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	"The Wiggles" is a musical variety show specifically designed for children ages 3-6. 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 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 viewer.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	07/22/12 12:30PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07/28/12 - EWIG102
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	08/25/12 1:30PM ET
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08/11/12 - EWIG109
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	09/09/12 12:00PM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	09/08/12 - EWIG0010
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	The Wiggles

List date and time rescheduled	09/30/12 11:30AM ET
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09/29/12 - EWIG0013
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	The Wiggles
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	2012-08-04
Episode #	08/04/12 - EWIG108
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	Gina D's Kids Club (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00-7:30AM ET
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Gina D's Kids Club" is a family-friendly educational television program and DVD video seriesfor preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model, who connects with her young viewers in a gentle caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and hehaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state of the art computer animation and original, positive songs and characters such as Simon Wannabe, Mister Pockets, Miss Muffin, Pierre D Artist, TV Ted and Doggy Brown.
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	Gina D's Kids Club (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:30-8:00AM ET
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Gina D's Kids Club" is a family-friendly educational television program and DVD video seriesfor preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model, who connects with her young viewers in a gentle caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and hehaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state of the art computer animation and original, positive songs and characters such as Simon Wannabe, Mister Pockets, Miss Muffin, Pierre D Artist, TV Ted and Doggy Brown.
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	Gina D's Kids Club (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30AM ET
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Gina D's Kids Club" is a family-friendly educational television program and DVD video seriesfor preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model, who connects with her young viewers in a gentle caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and hehaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state of the art computer animation and original, positive songs and characters such as Simon Wannabe, Mister Pockets, Miss Muffin, Pierre D Artist, TV Ted and Doggy Brown.
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 (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00AM ET
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 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Mustard Pancakes" is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an offbeat family! Courtney's home is warm, friendly and inviting, a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.
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	Mustard Pancakes (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30AM ET
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Mustard Pancakes" is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an offbeat family! Courtney's home is warm, friendly and inviting, a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.
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	Children Talk
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10AM ET
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	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Children Talk" is a weekly half-hour series where children talk about what they now and learn about what they don't. Featuring nationally known ventriloquist Taylor Mason, each weekly episode of "Children Talk" provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Children Talk
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	2012-07-07
Episode #	07/07/12 - T-109

Reason for Preemption	Other

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	Teen Kids News (WTLV)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays/6:30-7:00AM ET
Total times aired at regularly scheduled time:	12
Number of Preemptions	1
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.	"Teen Kids News" is the first kid-to-kid newscast, created for and delivered by children. Hosted by a diverse news team made up of young "journalists" reporting from a professional news set and from the field on stories of interest and educational value to its own audience. Emphasis on diversity and experience to develop a cast of engaging and intelligent African-American, Hispanic, Asian and Caucasian male and female child actors who interact with each other--and connect to the viewers. Meets the needs of children whose sophistication and curiosity about their world is motivated by the information explosion.
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

Date and Time Aired:

Questions	Response
Date Time	

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	Bonnie L. Solloway
Address	1070 E. Adams Street
City	Jacksonville
State	FL
Zip	32202
Telephone Number	(904) 354-1212
Email Address	bsolloway@firstcoastnews.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.	Program #1, NOODLE AND DOODLE, was pre-empted on 7/7 by NBC Network coverage of the Tour de France. Program was re-scheduled on Saturday 7/7, immediately following the NBC Kids Block, at 1:00PM. Program #2, PAJANIMALS, was pre-empted on 7/7 due to NBC Network coverage of the Tour de France. Program was re-scheduled on Saturday 7/7, immediately following the NBC Kids Block, at 1:30PM. Program #3, POPPY CAT, was pre-empted on 7/7 due to NBC Network coverage of the Tour de France. Program was re-scheduled on Saturday 7/7, immediately following the NBC Kids Block, at 2:00PM. Program #4, JUSTIN TIME, was pre-empted on 7/7 due to NBC Network coverage of the Tour de France. Program was re-scheduled on Sunday 7/8 at 1:00PM, in its fixed second home. Program #1, NOODLE AND DOODLE, was pre-empted on 7/28 due to NBC Network coverage of Olympics. Program was re-scheduled on Saturday 7/21, immediately following the NBC Kids Block, at 1:00PM. Program #2, PAJANIMALS, was pre-empted on 7/28 due to NBC Network coverage of Olympics. Program was re-scheduled on Saturday 7/21, immediately following the NBC Kids Block, at 1:30PM. Program #3, POPPY CAT, was pre-empted on 7/28 due to NBC Network coverage of Olympics. Program was re-scheduled on Saturday 7/21, immediately following the NBC Kids Block, at 2:00PM. Program #4, JUSTIN TIME, was pre-empted on 7/28 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 7/22 at 11:30AM, in its fixed second home. Program #5, LAZY TOWN, was pre-empted on 7/28 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 7/22 at 12:00PM, in its fixed second home. Program #6, THE WIGGLES, was pre-empted on 7/28 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 7/22 at 12:30PM, in its fixed second home. Program #1, NOODLE AND DOODLE, was pre-empted on 8/4 due to NBC Network coverage of Olympics. Every attempt was made to reschedule, but due to other program commitments, station could not reschedule. Program #2, PAJANIMALS, was pre-empted on 8/4 due to NBC Network coverage of Olympics. Every attempt was made to reschedule, but due to other program commitments, station could not reschedule. Program #3, POPPY CAT, was pre-empted on 8/4 due to NBC Network coverage of Olympics. Every attempt was made to reschedule, but due to other program commitments, station could not reschedule. Program #4, JUSTIN TIME, was pre-empted on 8/4 due to NBC Network coverage of Olympics. Every attempt was made to reschedule, but due to other program commitments, station could not reschedule. Program #5, LAZY TOWN, was pre-empted on 8/4 due to NBC Network coverage of Olympics. Every attempt was made to reschedule, but due to other program commitments, station could not reschedule. Program #6, THE WIGGLES, was pre-empted on 8/4 due to NBC Network coverage of Olympics. Every attempt was made to reschedule, but due to other program commitments, station could not reschedule. Program #1, NOODLE AND DOODLE, was pre-empted on 8/11 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 8/19 at 11:30AM, in its fixed second home. Program #2, PAJANIMALS, was pre-empted on 8/11 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 8/19 at 12:00PM, in its fixed second home. Program #3, POPPY CAT, was pre-empted on 8/11 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 8/19 at 12:30PM, in its fixed second home. Program #4, JUSTIN TIME, was pre-empted on 8/11 due to NBC Network coverage of Olympics. Program was re-scheduled on Sunday 8/19 at 1:00PM, in its fixed second home. Program #5, LAZY TOWN, was pre-empted on 8/11 due to NBC Network coverage of Olympics. Program was re-scheduled on Saturday 8/25, immediately following the NBC Kids Block, at 1:00PM. Program #6, THE WIGGLES, was pre-empted on 8

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Noodle and Doodle (WTLV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30AM ET
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.	"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. While the show will be enjoyed by preschoolers, the projects are very practical and engaging to implement for children ages 5-8. 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 Matters (2 of 12)	Response
Program Title	Pajanimals (WTLV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00AM ET
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 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 (3 of 12)	**Response**
Program Title	Poppy Cat (WTLV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:00-11:30AM ET
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.	"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 because it will always lead to enjoyment and adventure.

Other Matters (4 of 12)	**Response**
Program Title	Justin Time (WTLV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30AM-12:00PM ET
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.	"Justin Time" features a 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 (5 of 12)	**Response**
Program Title	Lazy Town (WTLV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00-12:30PM ET
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.	"Lazy Town" promotes fitness and healthful habits for children of preschool and primary grades. It takes place in an imaginary 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 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 (6 of 12)	**Response**
Program Title	The Wiggles (WTLV)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00PM ET
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 Wiggles" is a musical variety show specifically designed for children ages 3-6. 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 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 viewer.

Other Matters (7 of 12)	**Response**
Program Title	Gina D's Kids Club (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00-7:30AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Gina D's Kids Club" is a family-friendly educational television program and DVD video seriesfor preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model, who connects with her young viewers in a gentle caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and hehaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state of the art computer animation and original, positive songs and characters such as Simon Wannabe, Mister Pockets, Miss Muffin, Pierre D Artist, TV Ted and Doggy Brown.

Other Matters (8 of 12)	Response
Program Title	Gina D's Kids Club (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:30-8:00AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Gina D's Kids Club" is a family-friendly educational television program and DVD video seriesfor preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model, who connects with her young viewers in a gentle caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and hehaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state of the art computer animation and original, positive songs and characters such as Simon Wannabe, Mister Pockets, Miss Muffin, Pierre D Artist, TV Ted and Doggy Brown.

Other Matters (9 of 12)	Response
Program Title	Gina D's Kids Club (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Gina D's Kids Club" is a family-friendly educational television program and DVD video seriesfor preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model, who connects with her young viewers in a gentle caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and hehaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state of the art computer animation and original, positive songs and characters such as Simon Wannabe, Mister Pockets, Miss Muffin, Pierre D Artist, TV Ted and Doggy Brown.

Other Matters (10 of 12)	**Response**
Program Title	Mustard Pancakes (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Mustard Pancakes" is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an offbeat family! Courtney's home is warm, friendly and inviting, a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

Other Matters (11 of 12)	**Response**
Program Title	Mustard Pancakes (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Mustard Pancakes" is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an offbeat family! Courtney's home is warm, friendly and inviting, a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.

Other Matters (12 of 12)	**Response**
Program Title	Children Talk (WTLV DT-2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Children Talk" is a weekly half-hour series where children talk about what they now and learn about what they don't. Featuring nationally known ventriloquist Taylor Mason, each weekly episode of "Children Talk" provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.

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.