



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0024376113** | File Number: **CPR-118897** | Submit Date: **04/06/2011** | Call Sign: **WATL** | Facility ID: **22819** | City:
ATLANTA | State: **GA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/06/2011 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2011**

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	MY NETWORK
	Nielsen DMA	Atlanta
	Web Home Page Address	www.myatltv.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(3)

Digital Core Program (1 of 3)	Response
Program Title	EDGEMONT
Origination	Syndicated
Days/Times Program Regularly Scheduled	M-F 7-730AM,1/3-3/31/11
Total times aired at regularly scheduled time	61
Total times aired	64
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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.	Edgemont is a television series originally produced by Canada's public broadcaster, CBC, for teenage viewers. Each 30-minute episode portrays the everyday lives of students of the AC McKinley Secondary School in the fictitious suburban town of Edgemont. The series is designed to entertain its youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The programs illustrate the possible consequences of choices that these viewers may face, and these outcomes provide "life lessons" that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	EDGEMONT
List date and time rescheduled	FRI, 1/21/11, 730-8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	WED, 1/12/11, #3-28
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	EDGEMONT
List date and time rescheduled	TUE, 1/18/11, 730-8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	THUR, 1/13/11, #3-29
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	EDGEMONT
List date and time rescheduled	THUR, 1/20/11, 730-8AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	MON, 1/10/11, #2-26
Reason for Preemption	Other

Digital Core Program (2 of 3)		Response
Program Title	THE REAL WINNING EDGE	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUN 10-1030A, 1/2-3/27/11	

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.	Since learning by observing others is the basic way humans learn to make behavior judgments, The Real Winning Edge series seeks to expose youth to other youth who have consistently made the behavior choices that have helped them have a greater sense of internal significance and acceptance, resulting in a more self-directed personality. They are more able to negotiate the "challenges" inherent in life. The youth profiled in the series are chosen for their adoptions of pro-social values and principles that have become the ethos of their behavior. Thus the characteristics demonstrated by the stories of these youth give rise to adherence to these sound choices that have given them the "real winning edge" to life, such as: 1) discovering where their talents lie and their pursuit of developing that "gift" 2) developing an appreciation for honesty as a fundamental part of social responsibility to others 3) developing a sense of self-discipline by learning to balance school work with social activities and friends and developing their sense of mission and purpose in life, and 4) developing a sense of internal acceptance that allows them to stand against activities such as substance abuse, violence, promiscuity, etc., that can hurt themselves as well as others.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 3)		Response
Program Title		WHATEVER
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT, 7A, 730A, 8A, 830A, 9A, 930A; 1/1-3/26/11
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.	Whatever, a program broadcast on the station's digital multicast, 11Alive Digital Weather Channel (36.2), offers teenagers relevant information from an honest teen perspective. Whatever covers a wide range of topics, including teen issues, entertainment, health, music and activities. Story ideas and interviews by teen reporters make Whatever a real show "for and by teenagers." Feed of program received from station KARE.
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	Wendy Jones
Address	One Monroe Place
City	Atlanta
State	GA
Zip	30324
Telephone Number	404-885-7626
Email Address	wejones@wxia.gannett.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.	Because Station (WATL) ceased analog operations and converted to digital-only operations prior to the start of the reporting period, Questions 7(b) and 7(c) are no longer applicable. Due to the ice storm in Atlanta the wk of 1/10/11, WXIA preempted The Today Show on 1/10, 1/12, and 1/13 for breaking news and moved it to WATL, preempting Edgemont at 7AM on WATL those 3 days. All 3 preempted episodes were rescheduled the following week at 730AM.

Other Matters (3)

Other Matters (1 of 3)	Response
Program Title	EDGEMONT
Origination	Syndicated
Days/Times Program Regularly Scheduled	M-F 7-730AM, 4/1-6/30/11
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.	Edgemont is a television series originally produced by Canada's public broadcaster, CBC, for teenage viewers. Each 30-minute episode portrays the everyday lives of students of the AC McKinley Secondary School in the fictitious suburban town of Edgemont. The series is designed to entertain its youth audience and also to inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The programs illustrate the possible consequences of choices that these viewers may face, and these outcomes provide "life lessons" that are shown plainly to the teen audience. Edgemont further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.

Other Matters (2 of 3)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN, 10-1030AM, 4/3-6/26/11
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.	Since learning by observing others is the basic way humans learn to make behavior judgments, The Real Winning Edge series seeks to expose youth to other youth who have consistently made the behavior choices that have helped them have a greater sense of internal significance and acceptance, resulting in a more self-directed personality. They are more able to negotiate the "challenges" inherent in life. The youth profiled in the series are chosen for their adoptions of pro-social values and principles that have become the ethos of their behavior. Thus the characteristics demonstrated by the stories of these youth give rise to adherence to these sound choices that have given them the "real winning edge" to life, such as: 1) discovering where their talents lie and their pursuit of developing that "gift" 2) developing an appreciation for honesty as a fundamental part of social responsibility to others 3) developing a sense of self-discipline by learning to balance school work with social activities and friends and developing their sense of mission and purpose in life, and 4) developing a sense of internal acceptance that allows them to stand against activities such as substance abuse, violence, promiscuity, etc., that can hurt themselves as well as others.
--	---

Other Matters (3 of 3)	Response
Program Title	WHATEVER
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT, 7A, 730A, 8A, 830A, 9A, 930A; 4/2-6/25/11
Total times aired at regularly scheduled time	78
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.	Whatever, a program broadcast on the station's digital multicast, 11Alive Digital Weather Channel (36.2), offers teenagers relevant information from an honest teen perspective. Whatever covers a wide range of topics, including teen issues, entertainment, health, music and activities. Story ideas and interviews by teen reporters make Whatever a real show "for and by teenagers." Feed of program received from station KARE.

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>PACIFIC AND SOUTHERN COMPANY, INC.</p>

Attachments

No Attachments.