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: **0009961889** | File Number: **CPR-141096** | Submit Date: **04/09/2013** | Call Sign: **WNLO** | Facility ID: **71905** | City: **BUFFALO** | State: **NY**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/09/2013** | Filing Status: **Active**

## Report reflects information for : First Quarter of 2013

### 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 | CW |
| | Nielsen DMA | Buffalo |
| | Web Home Page Address | www.CW23.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? | No |

## Digital Core Programs(8)

| Digital Core Program (1 of 8) | Response |
|---|---|
| Program Title | Young Icons |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 7:30am |
| 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. | The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished teens that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 8) | Response |
|---|---|
| Program Title | Eco Company |
| Origination | Syndicated |

| | |
|---|---|
| Days/Times Program Regularly Scheduled | Sundays, 8am |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now there's "Eco Company" - a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| **Digital Core Program (3 of 8)** | **Response** |
|---|---|
| Program Title | Animal Atlas |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 9am |
| 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 Atlas" is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| **Digital Core Program (4 of 8)** | **Response** |
|---|---|
| Program Title | Jack Hanna's Into The Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 8:30am |
| 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. | "Jack Hanna's Into the Wild" is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. |

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

| Digital Core Program (5 of 8) | Response |
|---|---|
| Program Title | Animal Rescue |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 9:30am |
| 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. | This half-hour reality series showcases spectacular rescues of all types of animals. The series focuses on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatment, care and protection. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 8) | Response |
|---|---|
| Program Title | Pets TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays,10am |

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|---|---|
| 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. | "Pets TV" is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| **Digital Core Program (7 of 8)** | **Response** |
|---|---|
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays, 7am and 7:30am (thru 3/2/13) |

| | |
|---|---|
| Total times aired at regularly scheduled time | 18 |
| 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. | Rescue Heroes was designed to serve the education and information needs of children ages 6-11. 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 |

| **Digital Core Program (8 of 8)** | **Response** |
|---|---|
| Program Title | The New Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays, 7 am and 7:30am (effective 3/9/13) |
| Total times aired at regularly scheduled time | 8 |
| 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 | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The New Adventures of Nanoboy is an action-comedy about a boy who transforms into the world's smallest superhero to fight microscopic villains too small for the naked eye! Each episode takes place in two: In the human world Oscar tries to live the life of a normal 9 year old, always keeping his identity as Nanoboy a secret, Oscar solves conflicts like peer pressure, and exam stress. In the micro-cosmos, Oscar /Nanoboy encounters bigger-than-life problems---deranged proteins and amazonian amoebas, and with the help of his Nano-team, reforms a flu virus and a goofy brain cell. In resolving these crimes in the micro-world, Nanoboy encounters solutions that he can bring back to solve human world problems. |
| 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 | Chris Musial |
| Address | 2077 Elmwood Ave. |
| City | Buffalo |
| State | NY |
| Zip | 14207 |
| Telephone Number | (716) 879-4901 |
| Email Address | Chris.Musial@wivb.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. | The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: SONIC X, YU-GI-OH, DRAGONBALL Z KAI, YU-GI-OH! ZEXAL, POWER RANGERS LOST GALAXY, JUSTICE LEAGUE UNLIMITED, WWE SATURDAY MORNING SLAM,and TRANSFORMERS PRIME. On 3/9/13, the CW Network replaced RESCUE HEROES with THE NEW ADVENTURES OF NANOBOY. |

## Other Matters (7)

| Other Matters (1 of 7) | Response |
|---|---|
| Program Title | The New Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays, 7am and 7:30am |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The New Adventures of Nanoboy is an action-comedy about a boy who transforms into the world's smallest superhero to fight microscopic villains too small for the naked eye! Each episode takes place in two: In the human world Oscar tries to live the life of a normal 9 year old, always keeping his identity as Nanoboy a secret, Oscar solves conflicts like peer pressure, and exam stress. In the micro-cosmos, Oscar /Nanoboy encounters bigger-than-life problems---deranged proteins and amazonian amoebas, and with the help of his Nano-team, reforms a flu virus and a goofy brain cell. In resolving these crimes in the micro-world, Nanoboy encounters solutions that he can bring back to solve human world problems. |

| Other Matters (2 of 7) | Response |
|---|---|
| Program Title | Young Icons |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 7:30am |
| 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. | The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished teens that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. |

| **Other Matters (3 of 7)** | **Response** |
|---|---|
| Program Title | Jack Hanna's Into The Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 8:30am |
| 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. | "Jack Hanna's Into the Wild" is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. |

| **Other Matters (4 of 7)** | **Response** |
|---|---|
| Program Title | Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 8am |
| 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. | What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now there's "Eco Company" - a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. |

| **Other Matters (5 of 7)** | **Response** |
|---|---|
| Program Title | Animal Atlas |
| Origination | Syndicated |

| | |
|---|---|
| Days/Times Program Regularly Scheduled | Sundays, 9am |
| 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 Atlas" is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science. |

| **Other Matters (6 of 7)** | **Response** |
|---|---|
| Program Title | Animal Rescue |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 9:30am |
| 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. | This half-hour reality series showcases spectacular rescues of all types of animals. The series focuses on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom. The show is aimed at children and families who want to learn about animal treatment, care and protection. |

| **Other Matters (7 of 7)** | **Response** |
|---|---|
| Program Title | Pets TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays, 10am |

| | |
|---|---|
| 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. | "Pets TV" is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates pets to their lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals share personal experiences of featured animals and/or related products. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives. |

## 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.<br>**FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID**<br>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.<br>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. | **WIVB Broadcasting, LLC** |

## Attachments

No Attachments.