



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006551709** | File Number: **CPR-119863** | Submit Date: **04/08/2011** | Call Sign: **WXLV-TV** | Facility ID: **414** | City:
WINSTON-SALEM | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/08/2011 | 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
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC
	Nielsen DMA	Greensboro-High Pt-W /Salem
	Web Home Page Address	www.abc45.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	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(7)

Digital Core Program (1 of 7)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9-9:30 AM ET
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become the official Emperor of his land. During this process, he faces the intellectual, physical and social challenges that all teens face. In many episodes Kuzco must thwart attempts by his enemies to stop him from doing well in school. Kuzco struggles to complete his assignments and stay on track to graduate. Kuzco must remain steadfast, study hard, learn from his mistakes, relate to his citizens at all levels of society in order to ascend the throne. His loyal friend, Malina, helps Kuzco stay out of trouble and achieve his goals. Series episodes explore relevant messages, such as coping with peer pressure, respecting authority, taking responsibility, adhering to foster family and school rules, honesty, acceptance of differences, building self-esteem and trust. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 7)		Response
Program Title	The Replacements	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM ET	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	1	
Length of Program	30 mins	
Age of Target Child Audience	8 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for replacement parents for a \$1.98 fee and decide to send the money. They acquire an unorthodox pair of Replacement parents, Dick Daring, a former daredevil stuntman, and Agent K., a British super-spy. Neither seems to know much about parenting, although their intentions are good. Their attempts to forge a family and adjust to a new school are both touching and comedic. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. This program airs on the station's digital channel 1.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 7)		Response
Program Title	That's So Raven	
Origination	Network	

Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM & 10:30-11:00 AM ET
Total times aired at regularly scheduled time	26
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven is a teen who is clairvoyant. Because of her special gift, Raven, a normally happy and resourceful girl, sometimes wonders if she is a freak. She has loving & supportive parents who both work outside of the home, which often makes her responsible for her younger brother after school causing the issue of typical sibling rivalry to arise. Raven also has two very close friends, Chelsea and Eddie. Everyone close to Raven knows about her clairvoyant abilities which sometimes gets her in trouble. The episodes focus on how Raven deals with growing up, being clairvoyant, and deals with issues such as sibling rivalry, loyalty, self-acceptance, dealing with authority both from parents and at school, honesty, jealousy, the consequences of lying and/or cheating. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 7)	Response
Program Title	Hannah Montana
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/11-11:30 AM ET
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star Hannah Montana. Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Mylie's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Mylie has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star Hannah Montana. Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Mylie's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Mylie has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. This program airs on the station's digital channel 1.
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	Hannah Montana

List date and time rescheduled	Saturday, January 8, 2011, 12 noon-12:30 PM 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	
Episode #	Saturday, January 1, 2011, 11-11:30 AM ET
Reason for Preemption	Sports

Digital Core Program (5 of 7) Response	
Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30 AM-12 noon ET
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom. One of the twins is polite and shy and excels in academics, while the other, an athlete, extrovert, barely scrapes by in school, due to disinterest and lack of effort, and instead often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family income limitations, responsibility, self-esteem, and peer pressure. This program airs on the station's digital channel 1.
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 Suite Life of Zack and Cody
List date and time rescheduled	Saturday, January 8, 2011, 12:30-1:00 PM 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	
Episode #	Saturday, January 1, 2011, 11:30 AM-12 noon ET
Reason for Preemption	Sports

Digital Core Program (6 of 7)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am 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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program airs on the station's digital channel 1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 7)	Response
Program Title	Gina D's Kids club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730a; 730-8a; 8-830a; 830-9a; 9-930a; 930-10a ET
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	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 is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program airs on the station's digital channel 2.
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	Jeanette Pruitt-Henriquez
Address	3500 Myer Lee Dr.
City	Winston-Salem
State	NC
Zip	27101
Telephone Number	(336)722-4545
Email Address	jpruitt@sbgnet.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.	WXLV aired several PSA's on digital channel 1 geared towards children and children's issues, including Childhood Literacy, Forest Conservation, and Childhood Obesity. WXLV airs a weekly public affairs program entitled "What's On Your Mind?". This program is geared towards teens and teen issues, such as smoking, drugs, safe sex, hygiene, clothing styles, education beyond high school, and careers. This program airs on WXLV on Sundays at 230am on digital channel 1.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9-9:30 AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become the official Emperor of his land. During this process, he faces the intellectual, physical and social challenges that all teens face. In many episodes Kuzco must thwart attempts by his enemies to stop him from doing well in school. Kuzco struggles to complete his assignments and stay on track to graduate. Kuzco must remain steadfast, study hard, learn from his mistakes, relate to his citizens at all levels of society in order to ascend the throne. His loyal friend, Malina, helps Kuzco stay out of trouble and achieve his goals. Series episodes explore relevant messages, such as coping with peer pressure, respecting authority, taking responsibility, adhering to foster family and school rules, honesty, acceptance of differences, building self-esteem and trust. This program will air on the station's digital channel 1.

Other Matters (2 of 7)	Response
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for replacement parents for a \$1.98 fee and decide to send the money. They acquire an unorthodox pair of Replacement parents, Dick Daring, a former daredevil stuntman, and Agent K., a British super-spy. Neither seems to know much about parenting, although their intentions are good. Their attempts to forge a family and adjust to a new school are both touching and comedic. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. This program will air on the station's digital channel 1.
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Other Matters (3 of 7)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM & 10:30-11:00 AM ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven is a teen who is clairvoyant. Because of her special gift, Raven, a normally happy and resourceful girl, sometimes wonders if she is a freak. She has loving & supportive parents who both work outside of the home, which often makes her responsible for her younger brother after school causing the issue of typical sibling rivalry to arise. Raven also has two very close friends, Chelsea and Eddie. Everyone close to Raven knows about her clairvoyant abilities which sometimes gets her in trouble. The episodes focus on how Raven deals with growing up, being clairvoyant, and deals with issues such as sibling rivalry, loyalty, self-acceptance, dealing with authority both from parents and at school, honesty, jealousy, the consequences of lying and/or cheating. This program will air on the station's digital channel 1.
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Other Matters (4 of 7)	Response
Program Title	Hannah Montana
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11-11:30 AM ET

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star Hannah Montana. Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Mylie's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Mylie has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. This program will air on the station's digital channel 1.

Other Matters (5 of 7)	Response
Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30 AM-12 noon ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom. One of the twins is polite and shy and excels in academics, while the other, an athlete, extrovert, barely scrapes by in school, due to disinterest and lack of effort, and instead often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family income limitations, responsibility, self-esteem, and peer pressure. This program will air on the station's digital channel 1.

Other Matters (6 of 7)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/7-730am ET

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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program will air on the station's digital channel 1.

Other Matters (7 of 7)	
Response	
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7-730a; 730-8a; 8-830a; 830-9a; 9-930a; 930-10a ET
Total times aired at regularly scheduled time	78
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 is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on the station's digital channel 2.

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>WXLV Licensee, LLC</p>

Attachments

No Attachments.