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Children's Television Programming Report

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WILMINGTON | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/10/2014 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2014

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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Wilmington NC
	Web Home Page Address	www.wect.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(15)

Digital Core Program (1 of 15)	Response
Program Title	The Chica Show; Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10am (7/05/14-9/27/14)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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.	Get ready for playful adventures with Chica as the doors of "The Costume Coop" open for business! Every preschooler loves to dress up and now they can join Chica, everyone's favorite chicken, for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop stuffed to the beams with every kind of costume, accessory and prop imaginable "The Chica Show" is a Sprout Original preschool sitcom that features animation, live-action and a whole lot of surprises In compliance with the Children's Television regulations, "The Chica Show" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	The Chica Show; Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	07-06-14/11-11:30am
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 #	07-12-14/TCS107
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Chica Show; Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	10-5-14/11-11:30am
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 #	09-27-14/TCS205
Reason for Preemption	Sports

Digital Core Program (2 of 15)	Response
Program Title	Noodle & Doodle: Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30am (7/05/14-9/27/14)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	2
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. 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. In compliance with the Children's Television regulations, "Noodle and Doodle" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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 & Doodle: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	07-06-14/11:30am-12pm
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 #	07-12-14/NAD120
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle & Doodle: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	10-05-14/11:30am-12pm
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 #	09-27-14/NAD105
Reason for Preemption	Sports

Digital Core Program (3 of 15)	Response
Program Title	Justin Time: Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11am (7/05/14-9/27/14)
Total times aired at regularly scheduled time	11
Total times aired	12
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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 and 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. In compliance with the Children's Television regulations, "Justin Time" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Justin Time: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	07-06-14/12-12:30pm
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 #	07-12-14/JTM109
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	10-12-14/12-12:30pm
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 #	09-27-14/JTM106
Reason for Preemption	Sports

Digital Core Program (4 of 15)	Response
Program Title	Tree Fu Tom: Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30am (7/05/14-9/27/14)

Total times aired at regularly scheduled time	10
Total times aired	12
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.In compliance with the Children's Television regulations, "Tree Fu Tom" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Tree Fu Tom: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	07-06-14/12:30-1pm
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 #	07-12-14/TFT103
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Tree Fu Tom: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	08-10-14/12:30-1pm
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 #	08-02-14/TFT107
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	Tree Fu Tom: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	10-12-14/12:30-1pm
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 #	09-27-14/TFT116
Reason for Preemption	Sports

Digital Core Program (5 of 15)	Response
Program Title	Lazytown: Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12pm (7/05/14-9/27/14)
Total times aired at regularly scheduled time	10
Total times aired	12
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Lazy Town promotes fitness and healthful habits for preschool children. 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 is 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. In compliance with the Children's Television regulations, "Lazy Town" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.</p>
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	Lazytown: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	10-12-14/1-1:30pm
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 #	09-27-14/LZT301
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazytown: Channel 44.1 (WECT PRIMARY)

List date and time rescheduled	07-06-14/1-1:30pm
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 #	07-12-14/LZT123
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Lazytown: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	08-10-14/1-1:30pm
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 #	08-02-14/LZT309
Reason for Preemption	Other

Digital Core Program (6 of 15)	Response
Program Title	Zou: Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30pm (7/05/14-9/27/14)
Total times aired at regularly scheduled time	6
Total times aired	12
Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7

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.	Zou is a French series based on the Zou books by Michel Gay. Targeted for children age 2-5, each episode explores the kind of learning issues that emerge from every day encounters in the life of a preschool child. If Zou plays his drums too loud, how can he learn to play them softly? If Zou wants a car, but has only a cardboard box, how can he transform it? If Zou lost his friend's favorite airplane, how does he explain? How can Zou be successful at baking a cake if he has never done it before? How can Zou muster the courage to go to the doctor when he's afraid of injections? These are big issues in the mind and life of a preschool child and Zou demonstrates how to have fun, ask for help, listen to advice, and try different solutions until he can commit to the strategy that works. The show says it, shows it, and does it, in the embedded and naturally occurring lesson within each episode. In compliance with the Children's Television regulations, "Zou" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	10-12-14/1:30-2pm
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 #	09-27-14/ZOU114
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	08-30-14/9:30-10am
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 #	08-30-14/ZOU109
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	08-23-14/9:30-10am
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 #	08-23-14/ZOU108
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	07-06-14/1:30-2pm
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 #	07-12-14/ZOU101
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	08-16-14/9:30-10am
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 #	08-16-14/ZOU107
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	09-13-14/9:30-10am
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 #	09-13-14/ZOU111
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Zou: Channel 44.1 (WECT PRIMARY)
List date and time rescheduled	09-20-14/9:30-10am
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 #	09-20-14/ZOU113
Reason for Preemption	Sports

Digital Core Program (7 of 15)	Response
Program Title	Culture Click: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10am (7/05/14-9/27/14)
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.	Culture Click is a weekly half-hour series that explores the relationship between cultural events and every-day life. It analyzes topics that are trending on the internet and provides insight and perspective on issues that shape our society. In compliance with the Children's Television regulations, "Culture Click" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 15)		Response
Program Title	Animal Atlas: Channel 44.2 (BOUNCE)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:30am (7/05/14-8/25/14)	
Total times aired at regularly scheduled time	9	
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	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>"Animal Atlas" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Program Title	Live Life and Win: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30am (9/06/14-9/27/14)
Total times aired at regularly scheduled time	4
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. In compliance with the Children's Television regulations, "Live Life and Win" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 15)	Response
Program Title	Animal Atlas: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11am (7/05/14-9/27/14)

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" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 15)	Response
Program Title	Safari Tracks: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30am, (07/05/14-9/27/14)

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.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, SAFARI TRACKS takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and iblings. "Safari Tracks" educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 15)		Response
Program Title		Teen Kid News: Channel 44.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays @ 10am (7/06/14-9/21/14)
Total times aired at regularly scheduled time		12
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.	Teen Kid News highlights positive stories about kids doing amazing things and helping to make the world a better place. In compliance with the Children's Television regulations, Teen Kid News features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 15) <div>Response</div>	
Program Title	Live Life and Win: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10am (9/28/14)
Total times aired at regularly scheduled time	1
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. In compliance with the Children's Television regulations, "Live Life and Win" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 15)		Response
Program Title		Teen Kid News: Channel 44.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays @ 10:30am (7/06/14-9/21/14)
Total times aired at regularly scheduled time		12
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.		Teen Kid News highlights positive stories about kids doing amazing things and helping to make the world a better place. In compliance with the Children's Television regulations, Teen Kid News features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (15 of 15)		Response
Program Title		Real Winning Edge, The: Channel 44.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays @ 10:30am (9/28/14)

Total times aired at regularly scheduled time	1
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 Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. In compliance with the Children's Television regulations, "The Real Winning Edge" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Gary McNair
Address	322 Shipyard Blvd.
City	Wilmington
State	NC
Zip	28412
Telephone Number	910-386-5500
Email Address	gmcnair@wect.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 More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. Wilmington, NC, was selected as the first United States television market to broadcast entirely in digital. This early transition took place on September 8, 2008. Being within the Wilmington, NC, market, WECT was one of the stations to take part in the early digital transition. On September 8, 2008, WECT ceased its analog signal and converted to digital. Since September 8, 2008 WECT has operated as a digital-only station. This FCC 398 was filled out based on the fact that WECT no longer has any analog programming. Therefore, question 10 reports all of our main digital channel programming, as well as our multi-cast digital channel programming. Also, since WECT 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. On 9/26/11, WECT's digital multi-cast channel changed from WECT Plus, to Bounce Wilmington. On 8 /2/14 during our NBC Sat. morning kids pgms, WECT experienced a technical problem with our Crispin server software, causing our PSA to freeze, which caused the signal to freeze. Due to this, we missed the last 1 1/2 mins of Tree Fu Tom (which mainly consisted of NBC promoting SPROUT kids pgms and the closing credits of the show.) We didn't get into the next kids pgm, Lazytown,until 12: 05pm. During this time we went to black. We made these two shows good the next weekend, on Sunday, 8/10/14. Also on 8/2, we experienced a 21 sec freeze in Zou. That covered a bumper and JIP'd a network promo for SPROUT. The bumper was not one that separates the break from the program matter. It was decided by our legal advisors that Zou would not require a makegood. It was also decided that our preempted NBC kids programs from 9/27/14 (due Ryder Cup Golf) would be best made good on 10/5 & 10/12 (outside 3rd Qtr)in order to keep them closer to the original preempt date. The only other alternative we had was in early August.

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Astroblast!; Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10AM (10/04/14-12/27/14)
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.	Astroblast!, based on the book series "Astroblast!" by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one 3-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to: keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes. In compliance with the Children's Television regulations, "Astroblast!" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (2 of 12)	Response
Program Title	Chica Show, The; Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30AM (10/04/14-12/27/14)
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 Chica Show features a five-year-old "baby" chick that spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit, and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development as Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. In compliance with the Children's Television regulations, "The Chica Show" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (3 of 12)	Response
Program Title	Tree Fu Tom; Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11AM (10/04/14-12/27/14)
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.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area, yet has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish and relying on teamwork in order to accomplish a goal. In compliance with the Children's Television regulations, "Tree Fu Tom" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (4 of 12)	Response
Program Title	Lazytown; Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30AM (10/04/14-12/27/14)

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.	<p>Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus (a gymnast/athlete prepared to answer any call for help) comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities that include playing games, competing athletically, and even building forts and play structures. In compliance with the Children's Television regulations, "Lazytown" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.</p>

Other Matters (5 of 12)	Response
Program Title	Poppy Cat; Channel 44.1 (WECT PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12PM (10/04/14-12/27/14)
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.	<p>Poppy Cat, based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well: think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and adventure. In compliance with the Children's Television regulations, "Poppy Cat" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.</p>

Other Matters (6 of 12)		Response
Program Title	Noodle and Doodle; Channel 44.1 (WECT PRIMARY)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 12:30PM (10/04/14-12/27/14)	
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, an instructional series, features art and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal. In compliance with the Children's Television regulations, "Noodle and Doodle" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.	

Other Matters (7 of 12)		Response
Program Title	Culture Click: Channel 44.2 (BOUNCE)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10am (10/04/14-12/27/14)	
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.	Culture Click is a weekly half-hour series that explores the relationship between cultural events and every-day life. It analyzes topics that are trending on the internet and provides insight and perspective on issues that shape our society. In compliance with the Children's Television regulations, "Culture Click" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.	

Other Matters (8 of 12)	Response
Program Title	Live Live and Win: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30am (10/04/14-12/27/14)
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. In compliance with the Children's Television regulations, "Live Life and Win" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (9 of 12)	Response
Program Title	Animal Atlas: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11am (10/04/14-12/27/14)
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" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (10 of 12)	Response
Program Title	Safari Tracks: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30am (10/04/14-12/27/14)
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.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, SAFARI TRACKS takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and iblings. "Safari Tracks" educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (11 of 12)	Response
Program Title	Live Life and Win: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10am (10/05/14-12/28/14)
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. In compliance with the Children's Television regulations, "Live Life and Win" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (12 of 12)	Response
Program Title	Real Winning Edge, The: Channel 44.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30am (10/05/14-12/28/14)
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 Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. In compliance with the Children's Television regulations, "The Real Winning Edge" features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

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>WECT License Subsidiary, LLC</p>

Attachments

No Attachments.