



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0006594303** | File Number: **CPR-137815** | Submit Date: **01/09/2013** | Call Sign: **WMGT-TV** | Facility ID: **43847** |

City: **MACON** | State: **GA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

**01/09/2013** | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2012**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type

Contact  
Representatives  
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Macon
	Web Home Page Address	www.41nbc.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	4.0
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:	4.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	JACK HANNA INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 9 am
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 takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed - it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.
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	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 9:30 am
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 program informs and educates by showing young animals in jeopardy. Young people learn the value of protecting animals and how to keep all species safe for future generations.
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	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10 am
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Noodle and Doodle" is a full-length, live-action series featuring arts, crafts and cooking for preschoolers and their families. Hosted by Sean, Sprout's master artist and co-host of The Sunny Side Up Show (Sprout's morning block and only LIVE show on television specifically designed for the preschool audience), "Noodle and Doodle" features arts, crafts and healthy recipes inspired by real preschoolers' experiences. With his new friends Noodle, a loveable puppet who likes to help in the kitchen, and Doodle, a virtual, electronic friend, Sean leads real preschoolers and viewers at home to make all kinds of kid-friendly creations. Viewers will discover healthy recipes and clever crafts that families can create together using materials from around the home.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 8)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SAt 10:30 am
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PAJANIMALS follows the amazing adventures of four sweet and gentle characters - Sweetpea Sue the pony, the excitable duck Squacky, the creative cow CowBella and the optimistic puppy Apollo. Through their imaginary journeys, these cuddly musical puppets venture out on amazing adventures of discovery, modeling the skills preschoolers need to move through their days successfully.
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	POPPY CAT
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11 am
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the award-winning books by British illustrator and author Lara Jones, Poppy Cat is an adorable and curious feline who loves to explore with her colorful mix of animal friends. First published in 2003 in the UK (with over 2.5 million copies sold worldwide since then), "Poppy Cat" was specifically written, and now animated, for a preschool audience. Each adventure is told from the point of view of Lara, a young girl with a vivid imagination and extraordinary storytelling ability who talks to her faithful cat Poppy. They travel to destinations full of fantasy and magic for fun-filled adventures in pirate ships, hot air balloons and rocket rides.
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	JUSTIN TIME	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat 11:30 am	
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Justin Time" is a new animated program for preschoolers that brings motion picture-sized imagination and creativity to the small screen. Produced by Toronto's Guru Studios, the show centers on Justin, a young boy who imagines himself traveling around the world at different points in world history. "Justin Time" focuses on imagination, history and travel and introduces audiences to Justin, his imaginary friend Squidy and his time traveling pal Olive. Imagination and transformation take center stage in each episode - when Justin gets excited about a new adventure, his bedroom transforms into the destination of the far reaches of his imagination. Adventuring to the ends of the earth throughout human history, Justin and his two pals Olive and Squidgy engage bite-sized historical events while learning the necessities of social interaction and cognition.
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	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12 pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Designed to encourage healthy eating and exercise, "LazyTown" is a mix of live and animated characters that come to life in an energetic and colorful world, motivating kids through play to be active and make positive life choices. LazyTown is the fictional home of Sportacus, Stephanie, Trixie, Pixel, Ziggy, Stingy and Robbie Rotten. The four puppet characters - Ziggy, Pixel, Stingy and Trixie - represent some of the challenges all kids face in daily life: making healthy choices, sharing, making friends, and more. Sportacus is the larger-than-life action hero, who is the flipside of Robbie Rotten, representing positive and negative approaches to life. Stephanie is visiting LazyTown and her enthusiasm about making healthy choices helps pull it all together. LazyTown takes the important lessons of eating right and exercising and makes them simple and fun for both parents and preschoolers. At Sprout, our programming has always been about inspiring parent-child interaction through unique, learning-based entertainment, so LazyTown was the perfect addition to the network's gold-standard line-up and also for NBC Kids, which was designed to address the development needs of 2-5 year-olds through educational series that promote active, healthy lifestyles for younger children.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 8)</b>	<b>Response</b>
Program Title	THE WIGGLES
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12:30 pm
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The most beloved family entertainers in the world, The Wiggles are a unique and dynamic musical group who entertain children, enchanting them with the pure joy of their own music and dance. Instantly recognized in their distinctive skivvies, the friendly foursome have been said to be the major force in moving children's entertainment away from the traditional and into the contemporary area, in a strong positive fashion. Well-crafted songs, interesting lyrics, humor that's spot on for the audience's age group, characters that are intelligently constructed and a dialogue with their audience that's easy to follow and never patronizing. The Wiggles are the world's number one preschool entertainers and have performed over 300 shows to more than 1.5 million fans since 2005 in the United States alone.
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	DEBBIE WRIGHT
Address	301 POPLAR STREET
City	MACON
State	GA
Zip	31201
Telephone Number	478-745-4141
Email Address	dwright@41nbc. 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.	

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	JACK HANNA INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 9 am
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 takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed - it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.

Other Matters (2 of 9)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 9:30 am
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 program informs and educates by showing young animals in jeopardy. Young people learn the value of protecting animals and how to keep all species safe for future generations.

Other Matters (3 of 9)	Response
Program Title	THE WIGGLES
Origination	Network
Days/Times Program Regularly Scheduled	SAT 10 AM
Total times aired at regularly scheduled time	5
Length of Program	30 mins

Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The most beloved family entertainers in the world, The Wiggles are a unique and dynamic musical group who entertain children, enchanting them with the pure joy of their own music and dance. Instantly recognized in their distinctive skivvies, the friendly foursome have been said to be the major force in moving children's entertainment away from the traditional and into the contemporary area, in a strong positive fashion. Well-crafted songs, interesting lyrics, humor that's spot on for the audience's age group, characters that are intelligently constructed and a dialogue with their audience that's easy to follow and never patronizing. The Wiggles are the world's number one preschool entertainers and have performed over 300 shows to more than 1.5 million fans since 2005 in the United States alone.

Other Matters (4 of 9)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SAT 10 AM
Total times aired at regularly scheduled time	8
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The imaginative series, distributed by JBMW Media, stars Chica the Chicken from Sprout's hit series The Sunny Side Up Show and follows the adventures Chica and her friends as they discover and play with whimsical and funny costumes at local shop, the Costume Coop.

Other Matters (5 of 9)	Response
Program Title	PAJANIMALS
Origination	Network
Days/Times Program Regularly Scheduled	SAT 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PAJANIMALS follows the amazing adventures of four sweet and gentle characters - Sweetpea Sue the pony, the excitable duck Squacky, the creative cow CowBella and the optimistic puppy Apollo. Through their imaginary journeys, these cuddly musical puppets venture out on amazing adventures of discovery, modeling the skills preschoolers need to move through their days successfully.

Other Matters (6 of 9)	Response
Program Title	POPPY CAT
Origination	Network



Days/Times Program Regularly Scheduled	SAT 11 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the award-winning books by British illustrator and author Lara Jones, Poppy Cat is an adorable and curious feline who loves to explore with her colorful mix of animal friends. First published in 2003 in the UK (with over 2.5 million copies sold worldwide since then), "Poppy Cat" was specifically written, and now animated, for a preschool audience. Each adventure is told from the point of view of Lara, a young girl with a vivid imagination and extraordinary storytelling ability who talks to her faithful cat Poppy. They travel to destinations full of fantasy and magic for fun-filled adventures in pirate ships, hot air balloons and rocket rides.
<b>Other Matters (7 of 9)</b>	
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SAT 11:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Justin Time" is a new animated program for preschoolers that brings motion picture-sized imagination and creativity to the small screen. Produced by Toronto's Guru Studios, the show centers on Justin, a young boy who imagines himself traveling around the world at different points in world history. "Justin Time" focuses on imagination, history and travel and introduces audiences to Justin, his imaginary friend Squidy and his time traveling pal Olive. Imagination and transformation take center stage in each episode - when Justin gets excited about a new adventure, his bedroom transforms into the destination of the far reaches of his imagination. Adventuring to the ends of the earth throughout human history, Justin and his two pals Olive and Squidgy engage bite-sized historical events while learning the necessities of social interaction and cognition.

Other Matters (8 of 9)		Response
Program Title	LAZYTOWN	
Origination	Network	
Days/Times Program Regularly Scheduled	SAT 12 PM	
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.	Designed to encourage healthy eating and exercise, "LazyTown" is a mix of live and animated characters that come to life in an energetic and colorful world, motivating kids through play to be active and make positive life choices. LazyTown is the fictional home of Sportacus, Stephanie, Trixie, Pixel, Ziggy, Stingy and Robbie Rotten. The four puppet characters - Ziggy, Pixel, Stingy and Trixie - represent some of the challenges all kids face in daily life: making healthy choices, sharing, making friends, and more. Sportacus is the larger-than-life action hero, who is the flipside of Robbie Rotten, representing positive and negative approaches to life. Stephanie is visiting LazyTown and her enthusiasm about making healthy choices helps pull it all together. LazyTown takes the important lessons of eating right and exercising and makes them simple and fun for both parents and preschoolers. At Sprout, our programming has always been about inspiring parent-child interaction through unique, learning-based entertainment, so LazyTown was the perfect addition to the network's gold-standard line-up and also for NBC Kids, which was designed to address the development needs of 2-5 year-olds through educational series that promote active, healthy lifestyles for younger children.	

Other Matters (9 of 9)		Response
Program Title	NOODLE AND DOODLE	
Origination	Network	
Days/Times Program Regularly Scheduled	SAT 12:30 PM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	4 years to 8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Noodle and Doodle" is a full-length, live-action series featuring arts, crafts and cooking for preschoolers and their families. Hosted by Sean, Sprout's master artist and co-host of The Sunny Side Up Show (Sprout's morning block and only LIVE show on television specifically designed for the preschool audience), "Noodle and Doodle" features arts, crafts and healthy recipes inspired by real preschoolers'	

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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>Morris Network</b></p>

**Attachments**

No Attachments.