



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0005795067** | File Number: **CPR-118452** | Submit Date: **04/04/2011** | Call Sign: **WFLD** | Facility ID: **22211** | City:  
**CHICAGO** | State: **IL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/04/2011** | 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	FOX
	Nielsen DMA	Chicago
	Web Home Page Address	http://www.myfoxchicago.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	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(7)

Digital Core Program (1 of 7)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 7-7:30A (1/1/11-3/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE WINNING EDGE SERIES SEEKS TO EXPOSE YOUTH TO OTHER YOUTH WHO HAVE CONSISTENTLY MADE THE BEHAVIORAL CHOICES THAT HAVE HELPED THEM TO HAVE A GREATER SENSE OF INTERNAL SIGNIFICANCE AND ACCEPTANCE, WHICH RESULTS IN A MORE SELF-DIRECTED, STABLE PERSONALITY. THEY ARE MORE ABLE TO NEGOTIATE THE "CHALLENGES" INHERENT IN LIFE. THE YOUTH WHO ARE CHOSEN TO BE PROFILED ON THE SERIES ARE CHOSEN FOR THEIR ADOPTION OF PRO-SOCIAL VALUES AND PRINCIPLES THAT HAVE BECOME THE ETHOS OF THEIR BEHAVIOR. THUS THE CHARACTERISTICS DEMONSTRATED BY THE STORIES OF THESE YOUTH GIVE RISE TO ADHERENCE TO THESE SOUND CHOICES THAT HAVE THEM "THE REAL WINNING EDGE" IN LIFE, SUCH AS THE FOLLOWING: 1) DISCOVERING WHERE THEIR TALENTS LIE, AND THEIR PURSUITS OF DEVELOPING THAT "GIFT", 2) DEVELOPING AN APPRECIATION FOR HONESTY AS A FUNDAMENTAL PART OF SOCIAL RESPONSIBILITY TO OTHER. YOUTH INTERVIEWS DEMONSTRATE A REAL SENSE OF COMPASSION AND CONCERN FOR OTHER PEOPLE NO MATTER WHAT THE PERSON'S STATION IN LIFE MIGHT BE; 3) DEVELOPING A SENSE OF SELF DISCIPLINE BY LEARNING TO BALANCE SCHOOL WORK WITH SOCIAL ACTIVITIES, FRIENDS AND DEVELOPING THEIR SENSE OF MISSION AND PURPOSE IN LIFE; 4) DEVELOPING A SENSE OF INTERNAL ACCEPTANCE THAT ALLOWS THEM TO STAND AGAINST ACTIVITIES THAT CAN HURT THEMSELVES AS WELL AS OTHERS, SUCH AS SUBSTANCE ABUSE, VIOLENCE, PROMISCUOUS SEX, ETC. THE REAL WINNING EDGE PROMOTES THE VALUES THROUGH THESE VERY ENGAGING POSITIVE YOUTH ROLE MODELS, WHO ARE INTRODUCED BY CELEBRITIES IN THE SAME TALENT FIELD AS THE YOUTH. THE CELEBRITIES REINFORCE THE VALUES BY CALLING ATTENTION TO THESE YOUTHS' QUALITIES AS THEY ARE EXHIBITED IN THE PROGRAM.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (2 of 7)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 7:30-8A (1/1/11-3/26/11)
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Sports Stars of Tomorrow" displays the hard work and dedication that it takes to be a true sports star. It chronicles the trials and tribulations of the young athletes as they strive to become a "top level" performer in the sports arena. The program helps youngsters realize that their full potential in both life and the playing field are attainable with lots of hard work and determination. It reinforces the importance of key values like dedication, discipline, commitment and community involvement. "Sports Stars of Tomorrow" also provides in-depth, human-interest stories that reveal the important challenges and lessons that mold our young athletes. Not everyone is cut out to be a superstar. In Sports Stars of Tomorrow, we recognize those athletes that have learned "life lessons" along the way while battling varying obstacles. These stories inspire and teach our youth that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout one's life.

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	SPORTS STARS OF TOMORROW
List date and time rescheduled	01/15/2011 @ 10a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	01/01/2011 / #517
Reason for Preemption	Other

Digital Core Program (3 of 7)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 8-8:30A (1/1/11-3/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Whaddyado", is a half-hour weekly educational series designed to educate, inform, inspire and entertain children under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "Whaddyado" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decisions, some episodes will feature a Moral Dilemma segment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 7)</b>	<b>Response</b>
Program Title	SWAP TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 8:30-9A (1/1/11-3/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins



Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Swap TV" is a weekly half-hour television series about two teenagers from different backgrounds "swapping" lives for a weekend. The series meets the educational and informational objectives of the FCC's Childrens Programming requirements for children ages 13-16. The programs explore the opposite live of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)	Response
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 9-9:30A (1/1/11-3/26/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 -16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 7)		Response
Program Title		MADE IN HOLLYWOOD TEEN EDITION
Origination		Syndicated
Days/Times Program Regularly Scheduled		SATURDAY'S 9;30-10A (1/1/11-3/26/11)
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MADE IN HOLLYWOOD: TEEN EDITION is an FCC friendly,Educational/Informational, nationally syndicated weekly series. Its core programming targets 13-16 year old teens with segments ranging from coverage of Animation, Producing & Directing to Costume Design, Casting & 3D Technology. The content-rich spin-off introduces its audience to behind-the-scenes filmmaking, special effects techniques and career opportunities focusing on the creative, technical and artistic skills of the motion picture and television industries.
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	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 10-10:30A (1/1/11)
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.	Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "Wild About Animals" The objective is to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals, as well as to educte them further about animals they see everyday. The program is 30 minutes in length and is identified as an educational and informational show targeted to 13-16 year olds, at the beginning of each broadcast and in listings provided to publishers of program guides.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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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	TITO VELA
Address	205 N. MICHIGAN AVE.
City	CHICAGO
State	IL
Zip	60601
Telephone Number	312-565- 5623
Email Address	
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 (7)

Other Matters (1 of 7)	Response
Program Title	THE REAL WINNING EDGE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 7-7:30A
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 WINNING EDGE SERIES SEEKS TO EXPOSE YOUTH TO OTHER YOUTH WHO HAVE CONSISTENTLY MADE THE BEHAVIORAL CHOICES THAT HAVE HELPED THEM TO HAVE A GREATER SENSE OF INTERNAL SIGNIFICANCE AND ACCEPTANCE, WHICH RESULTS IN A MORE SELF-DIRECTED, STABLE PERSONALITY. THEY ARE MORE ABLE TO NEGOTIATE THE "CHALLENGES" INHERENT IN LIFE. THE YOUTH WHO ARE CHOSEN TO BE PROFILED ON THE SERIES ARE CHOSEN FOR THEIR ADOPTION OF PRO-SOCIAL VALUES AND PRINCIPLES THAT HAVE BECOME THE ETHOS OF THEIR BEHAVIOR. THUS THE CHARACTERISTICS DEMONSTRATED BY THE STORIES OF THESE YOUTH GIVE RISE TO ADHERENCE TO THESE SOUND CHOICES THAT HAVE THEM "THE REAL WINNING EDGE" IN LIFE, SUCH AS THE FOLLOWING: 1) DISCOVERING WHERE THEIR TALENTS LIE, AND THEIR PURSUITS OF DEVELOPING THAT "GIFT", 2) DEVELOPING AN APPRECIATION FOR HONESTY AS A FUNDAMENTAL PART OF SOCIAL RESPONSIBILITY TO OTHER. YOUTH INTERVIEWS DEMONSTRATE A REAL SENSE OF COMPASSION AND CONCERN FOR OTHER PEOPLE NO MATTER WHAT THE PERSON'S STATION IN LIFE MIGHT BE; 3) DEVELOPING A SENSE OF SELF DISCIPLINE BY LEARNING TO BALANCE SCHOOL WORK WITH SOCIAL ACTIVITIES, FRIENDS AND DEVELOPING THEIR SENSE OF MISSION AND PURPOSE IN LIFE; 4) DEVELOPING A SENSE OF INTERNAL ACCEPTANCE THAT ALLOWS THEM TO STAND AGAINST ACTIVITIES THAT CAN HURT THEMSELVES AS WELL AS OTHERS, SUCH AS SUBSTANCE ABUSE, VIOLENCE, PROMISCUOUS SEX, ETC. THE REAL WINNING EDGE PROMOTES THE VALUES THROUGH THESE VERY ENGAGING POSITIVE YOUTH ROLE MODELS, WHO ARE INTRODUCED BY CELEBRITIES IN THE SAME TALENT FIELD AS THE YOUTH. THE CELEBRITIES REINFORCE THE VALUES BY CALLING ATTENTION TO THESE YOUTHS' QUALITIES AS THEY ARE EXHIBITED IN THE PROGRAM.

Other Matters (2 of 7)	Response
Program Title	SPORTS STARS OF TOMORROW
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 7:30-8A



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.	"Sports Stars of Tomorrow" displays the hard work and dedication that it takes to be a true sports star. It chronicles the trials and tribulations of the young athletes as they strive to become a "top level" performer in the sports arena. The program helps youngsters realize that their full potential in both life and the playing field are attainable with lots of hard work and determination. It reinforces the importance of key values like dedication, discipline, commitment and community involvement. "Sports Stars of Tomorrow" also provides in-depth, human-interest stories that reveal the important challenges and lessons that mold our young athletes. Not everyone is cut out to be a superstar. In Sports Stars of Tomorrow, we recognize those athletes that have learned "life lessons" along the way while battling varying obstacles. These stories inspire and teach our youth that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout one's life.

Other Matters (3 of 7)	Response
Program Title	WHADDYADO
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 8-8:30A
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.	"Whaddyado", is a half-hour weekly educational series designedto educate, inform, inspire and entertain children under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments,and demonstrations, "Whaddyado" provides a compelling look at perilous situations that have occured in real life. Then, using interviews with participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decisions, some episodes will feature a Moral Dilemma segment.

<b>Other Matters (4 of 7)</b>	<b>Response</b>
Program Title	SWAP TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 8:30-9A
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.	"Swap TV" is a weekly half-hour television series about two teenagers from different backgrounds "swapping" lives for a weekend. The series meets the educational and informational objectives of the FCC's Childrens Programming requirements for children ages 13-16. The programs explore the opposite live of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect.

<b>Other Matters (5 of 7)</b>	<b>Response</b>
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 9-9:30A
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 -16 year olds curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
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Other Matters (6 of 7)	Response
Program Title	MADE IN HOLLYWOOD TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY'S 9:30-10A
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.	MADE IN HOLLYWOOD: TEEN EDITION is an FCC friendly, Educational/Informational, nationally syndicated weekly series. Its core programming targets 13-16 year old teens with segments ranging from coverage of Animation, Producing & Directing to Costume Design, Casting & 3D Technology. The content-rich spin-off introduces its audience to behind-the-scenes filmmaking, special effects techniques and career opportunities focusing on the creative, technical and artistic skills of the motion picture and television industries.

Other Matters (7 of 7)	Response
Program Title	THIS WEEK IN BASEBALL
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY'S 2:30-3P
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"This Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positvie outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program will be regularly scheduled to air between the hours of 7:00a.m. and 10:00p.m. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens 13-16 years old at the beginning of each broadcast and in listings provided of program guides.
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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>Fox Television Station, Inc.</b></p>

**Attachments**

No Attachments.