

(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0005414867** File Number: **CPR-130229** Submit Date: **04/10/2012** Call Sign: **WUVP-DT** Facility ID: **60560** 

City: **VINELAND** State: **NJ** 

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

04/10/2012 Filing Status: Active

## Report reflects information for : First 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

#### Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	Univision
	Nielsen DMA	Philadelphia
	Web Home Page Address	

#### 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:	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(10)

Digital Core Program (1 of 10)	Response
Program Title	Pocoyo (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 08:00 AM
Total times aired at regularly scheduled time	13
Total times aired	15
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	2 years to 4 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	The Backyardigans (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 08:30 AM

Total times aired at regularly scheduled time	13
Total times aired	15
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is targeted to pre-schoolers, featuring five high-spirited friends Uniqua, Pablo, Tyrone, Tasha and Austin who inspire children to engage in creative collaborative play through musical-adventures. Each episode entices young children to learn through music and dance and develop "cognit learning." The unique character's personalities also add to this program's appeal, children will easily rela Uniqua is the curious and confident one, and sometimes is perceived as the tomboy. Pablo the penguin most often the leader of the pack but has panic attacks when he encounters obstacles. Tyrone the moos the laid back and cool and known for his ironic comments. Tasha the hippo is the serious one, likes to ge her own way and isn't easy to fool. Austin is the timid kangaroo who starts to come out to his shell with h of his friends. This Each adventure begins in the backyard through the group's imagination it is transform into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco.
Does the Licensee identify the program by displaying throughout the program the symbol E ///?	Yes

Digital Core Program (3 of 10)	Response
Program Title	Zigby (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:00 AM

Total times aired at regularly scheduled time	13
Total times aired	17
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	4 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is targeted to pre-schoolers, featuring Zigby, a curious and ingenious young zebra who teaches children the skills for creative problem solving, empathy and respect for others, personal responsibility, and how to work together to accomplish goals. Zigby and his two loyal friends, McMeer and Bertie, inspire children to engage in creative collaborative play, having fun but never without kindness, respect, compassion, empathy and understanding towards others. Although Zigby may accidently cause problems, admits his mistakes and works on problem-solving. Zigby knows that there are many different ways to look at a problem and shows that you need to consider a problem in a different perspective in order to reach a solution.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Maya and Miguel (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:30 AM
Total times aired at regularly scheduled time	13

Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program has two main goals: one to encourage children to value, respect and better understand a variety of cultures, perspectives, traditions, languages and experiences; and second to support children in building their understanding of the English language, especially vocabulary. The show features 10 year old twins Maya and Miguel, their loving family, their pet parrot Paco, friends and their widely diverse neighborhood. Every episode turns and twists into an adventure for the twins especially when Maya's usual well-intended deeds turn into big messes, fortunately they always manage to fix. Maya & Miguel are both bilingual, they promote a positive attitude toward knowing and learning more than one language. This show presents a positive, culturally rich portrayal of a Latino family.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 10)	Response
Program Title	Dora the Explorer (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:00 AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

November of	
Number of Preemptions for	
other than Breaking	
News	
Number of	1
Preemptions	
Rescheduled	
Length of Program	30 mins
Age of Target Child	2 years to 6 years
Audience	
Describe the	Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schoole
educational and	a play-along, computer-style adventure designed to spark interest in learning about the world
informational	around them. Dora teaches children how to observe situations and to employ problem solving sk
objective of the	such as stopping to think or asking for help when they encounter an obstacle, all the while
program and how it	increasing their vocabulary, math skills, music appreciation and physical coordination with strong
meets the definition	cultural and literary references.
of Core	
Programming.	
Does the Licensee	Yes
identify the program	
by displaying	
throughout the	
program the symbol E	
/I?	

Digital Core Program (6 of 10)	Response
Program Title	Go Diego Go! (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:30 AM
Total times aired at regularly scheduled time	13
Total times aired	9
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references.
Does the Licensee identify the program by displaying throughout the program the symbol E //?	Yes

Digital Core Program (7 of 10)	Response
Program Title	Patrulla de Sapitos (second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SU, 08:00 AM ON 01/01/12 TO 03/11/12
Total times aired at regularly scheduled time	11
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	7 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A significant purpose and key educational objective of this half-hour program is to illustrate the importance of discovering oneself and friendship. Eight toadlets who miss the migration to Toad Hollow, a peaceful and protected haven for toads, are lost and stranded in an unknown world, where they have to survive and confront their problems as a team. Through their amazing quest, the toad patrol teach young children many lessons about friendship, trust, caring and sharing, empathy, caution, determination, self-esteem, responsibility, selflessness, sacrifice and respect for others.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)	Response
Program Title	La Vida Animal (second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SU, 08:30 AM ON 01/01/12 TO 03/11/12 & (SU, 08:00 AM, 08:30 ON 3/18/12 TO 03/25/12)
Total times aired at regularly scheduled time	15
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	7 years to 12 years

Describe the A significant purpose and key educational objective of this program is to present animals, birds, and insects in their natural environments in order to engage the curiosity and developing intelligence of boys and girls. educational There is a special emphasis on nature, science, the adaptation and survival of species, and the role of and species in human planetary welfare. Each episode examines topics of geography, ecology, and the ways in informational which non-humans, animals, birds, and insects adjust to the complexities of their specific habitats in the objective of various continents and oceans that make up our planet. Using original footage, music, and humor, this the program series presents information about where animals live, how they build their unique dwellings, the tools they and how it use for foraging, the migrations of animals due to climatic changes, and how they care for and protect their meets the offspring. The main purpose of the series is to educate and inform young children about a variety of species definition of and about how animals and humans are interdependent. Core Programming. Does the Yes Licensee identify the program by displaying throughout the program

the symbol E

/l?

Digital Core Program (9 of 10)	Response
Program Title	Plaza Sesamo (second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA & SU, 9:00AM & 9:30AM ON 01/01 TO 03/11 & (SA 7:00AM, 7:30AM, 8:00AM & 8:30AM ON 03/17 TO 03/31)
Total times aired at regularly scheduled time	54
Total times aired	54
Number of Preemptions	0
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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A significant purpose and key educational objective of this half-hour program is to teach young children the importance of different cultures and traditions. Children will easily identify with the main characters: Abelardo, Contreras, and Lola. These animated personalities will help children develop a better understanding of the world around them through their stories. Throughout the shows, these characters not only reinforce and expose the Spanish language to native and non-native Spanish speakers, but also teach children valuable lessons that include problem solving, gender equity, symbolic representation, and social interaction.

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

Digital Core Program (10 of 10)	Response
Program Title	Reino Animal (second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SU, 10:00 AM & 10:30 AM ON 01/01/12 TO 03/11/12 & (SA, 09:00 AM & 09:30 AM ON 03/17/12 TO 03/31/12)
Total times aired at regularly scheduled time	28
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This half-hour program educates young viewers on the natural habitat of animals in an educational, yet entertaining way. With narrations and interactive segments, the series builds upon natural science concepts, sparking a sense of curiosity in its viewers. The program discussed concepts like the functions of animals in an ecosystem, the elements of animal classification, and life sciences to help teach children about the natural world, while having fun at the same time.
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	Jose Irizarry
Address	4449 N. Delsea Dr.
City	Newfield
State	NJ
Zip	08344
Telephone Number	856 691- 6565
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 (9)

Other Matters (1 of 9)	Response
Program Title	Pocoyo (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 08:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 4 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is a series for pre-schoolers featuring Pocoyo a curious, fun-loving friendly little boy who, along with his inseparable friends explores the world by learning and discovering their surroundings in each story. The show's philosophy is "learning through laughter," and in each episode "inquiry learning" is utilized. The show is designed with pre-schoolers in mind as the situations, explorations, humor, sounds, and visuals are enticing to them and the learning process they utilize and understand.

Other Matters (2 of 9)	Response
Program Title	The Backyardigans (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 08:30 AM
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.

This educational program is targeted to pre-schoolers, featuring five high-spirited friends Uniqua, Pablo, Tyrone, Tasha and Austin who inspire children to engage in creative collaborative play through musical-adventures. Each episode entices young children to learn through music and dance and develop "cognitive learning." The unique character's personalities also add to this program's appeal, children will easily relate. Uniqua is the curious and confident one, and sometimes is perceived as the tomboy. Pablo the penguin is most often the leader of the pack but has panic attacks when he encounters obstacles. Tyrone the moose is the laid back and cool and known for his ironic comments. Tasha the hippo is the serious one, likes to get her own way and isn't easy to fool. Austin is the timid kangaroo who starts to come out to his shell with help of his friends. This Each adventure begins in the backyard through the group's imagination it is transformed into a completely different world in which they enjoy many sorts of stories and adventures. Viewers are stimulated to early-learning through the different music genre such as big band, reggae, western, polka, Motown and disco.

Other Matters (3 of 9)	Response
Program Title	Zigby (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational program is targeted to pre-schoolers, featuring Zigby, a curious and ingenious young zebra who teaches children the skills for creative problem solving, empathy and respect for others, personal responsibility, and how to work together to accomplish goals. Zigby and his two loyal friends, McMeer and Bertie, inspire children to engage in creative collaborative play, having fun but never without kindness, respect, compassion, empathy and understanding towards others. Although Zigby may accidently cause problems, admits his mistakes and works on problem-solving. Zigby knows that there are many different ways to look at a problem and shows that you need to consider a problem in a different perspective in order to reach a solution.

Other Matters (4 of 9)	Response
Program Title	Maya and Miguel (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:30 AM
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program has two main goals: one to encourage children to value, respect and better understand a variety of cultures, perspectives, traditions, languages and experiences; and second to support children in building their understanding of the English language, especially vocabulary. The show features 10 year old twins Maya and Miguel, their loving family, their pet parrot Paco, friends and their widely diverse neighborhood. Every episode turns and twists into an adventure for the twins especially when Maya's usual well-intended deeds turn into big messes, fortunately they always manage to fix. Maya & Miguel are both bilingual, they promote a positive attitude toward knowing and learning more than one language. This show presents a positive, culturally rich portrayal of a Latino family.

Other Matters (5 of 9)	Response
Program Title	Dora the Explorer (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dora the Explorer stars a 7-year old Latina girl and her friends who actively engage pre-schooler a play-along, computer-style adventure designed to spark interest in learning about the world around them. Dora teaches children how to observe situations and to employ problem solving sk such as stopping to think or asking for help when they encounter an obstacle, all the while increasing their vocabulary, math skills, music appreciation and physical coordination with strong cultural and literary references.

Other Matters (6 of 9)	Response
Program Title	Go, Diego Go! (main digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Go, Diego, Go! stars another positive Latino host, Dora the Explorer's 8-year old cousin, Diego Marquez. Diego is an action-adventure hero who motivates children to learn about the natural world around them and teaches children about a specific animal, such as the sound it makes, how it moves, what habitat it needs, what it eats and its physical characteristics. In each episode, Diego rescues an animal in trouble, modeling the use of observation skills and scientific aides like computers, a field journal and cameras, as well as positive social skills such as empathy, a desire to help others and, especially, respect for the environment. Go Diego Go! incorporates play-along viewing, interaction with Diego, movement, singing, problem-solving and strong cultural references.

Other Matters (7 of 9)	Response
Program Title	Plaza Sesamo (second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 07:00 AM, 07:30 AM, 08:00 AM & 08:30 AM
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	2 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A significant purpose and key educational objective of this half-hour program is to teach young children the importance of different cultures and traditions. Children will easily identify with the main characters: Abelardo, Contreras, and Lola. These animated personalities will help children develop a better understanding of the world around them through their stories. Throughout the shows, these characters not only reinforce and expose the Spanish language to native and non-native Spanish speakers, but also teach children valuable lessons that include problem solving, gender equity, symbolic representation, and social interaction.

Other Matters (8 of 9)	Response
Program Title	Reino Animal (second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SA, 09:00 AM & 09:30 AM
Total times aired at regularly scheduled time	26
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.

Programming.

This half-hour program educates young viewers on the natural habitat of animals in an educational, yet entertaining way. With narrations and interactive segments, the series builds upon natural science concepts, sparking a sense of curiosity in its viewers. The program discussed concepts like the functions of animals in an ecosystem, the elements of animal classification, and life sciences to help teach children about the natural world, while having fun at the same time.

Other Matters (9 of 9)	Response
Program Title	Toonturama Presenta: La Vida Animal(second digital stream)
Origination	Network
Days/Times Program Regularly Scheduled	SU, 08:00 AM & 08:30 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core	A significant purpose and key educational objective of this program is to present animals, birds, and insects in their natural environments in order to engage the curiosity and developing intelligence of boys and girls. There is a special emphasis on nature, science, the adaptation and survival of species, and the role of species in human planetary welfare. Each episode examines topics of geography, ecology, and the ways in which non-humans, animals, birds, and insects adjust to the complexities of their specific habitats in the various continents and oceans that make up our planet. Using original footage, music, and humor, this series presents information about where animals live, how they build their unique dwellings, the tools they use for foraging, the migrations of animals due to climatic changes, and how they care for and protect their offspring. The main purpose of the series is to educate and inform young children about a variety of species and about how animals and humans are interdependent.

#### Certification

Question Response

The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.

# FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID

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.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).

I certify that this application includes all required and relevant attachments.

I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above. Univision
Philadelphia
LLC

**Attachments** 

No Attachments.