



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0025636598** | File Number: **CPR-127540** | Submit Date: **01/10/2012** | Call Sign: **WSLS-TV** | Facility ID: **57840**

City: **ROANOKE** | State: **VA**

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

01/10/2012 | Filing Status: **Active**

Report reflects information for : Third 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	NBC
	Nielsen DMA	Roanoke-Lynchburg
	Web Home Page Address	www.wsls.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	194.0
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(9)

Digital Core Program (1 of 9)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Adapted from the series of popular children's books by Bob Kolar, "Turbo Dogs" is a new 3D animated series set in Racerville, a town filled with dogs who are wild about racing. Each week, the canines encounter situations that require them to think through the "rules of the road"-issues that challenge the racers (and the television audience) to work hard, believe in themselves, play fair, and respect and get along with others.
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	TURBO DOGS
List date and time rescheduled	JULY 10, 12:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	JULY 2, 2011 70211
Reason for Preemption	Sports

Digital Core Program (2 of 9)	Response
Program Title	SHELLDON
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This vibrant and amusing animated series follows the adventures of Shelldon, a Yoka Star Shell, and his lively sea-creature friends on their underwater exploits. Set in the idyllic coral reef community called Shell Land, SHELLDON'S inhabitants include: "Herman" the Hermit crab, "Connie" the Cowry shell, Shelldon's adopted family of Fluted Giant Clams, including his young twin siblings, "Click" and "Clack" and a host of other colorful sea characters.
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	SHELLDON
List date and time rescheduled	JULY 10, 2011 12:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	JULY 2, 2011 70211
Reason for Preemption	Sports

Digital Core Program (3 of 9)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:00AM
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the Scholastic award-winning books, this classic science series is fueled by exploration, imagination and FUN! Ms. Frizzle (with the voice of Lily Tomlin) and her famous Magic School Bus takes viewers on exciting road trips that open their eyes to the wonders of scientific discovery. So, as Ms. Frizzle would say, "Wahoo! Get out there and explore!"
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	THE MAGIC SCHOOL BUS
List date and time rescheduled	JULY 10, 2011 1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	JULY 2, 2011 70211
Reason for Preemption	Sports

Digital Core Program (4 of 9)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Babar" is an animated series based on the classic books by Jean and Laurent de Brunhoff. The heartwarming stories and artwork have gained worldwide popularity and have been beloved by fans for 75 years. "Babar" is about a young orphaned elephant who goes to live in the big city to learn about the ways of people. He finds the strength to rise above numerous challenges and returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. Each episode communicates social-emotional messages.
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	BABAR
List date and time rescheduled	JULY 10, 2011 1:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	JULY 2, 2011 70211
Reason for Preemption	Sports

Digital Core Program (5 of 9)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 12:00PM
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Willa's Wild Life" is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who finds herself in comic predicaments. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.
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	WILLA'S WILD LIFE
List date and time rescheduled	JULY 10, 2011 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	JULY 2, 2011 70211
Reason for Preemption	Sports

Digital Core Program (6 of 9)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 12:30PM
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	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie is an adorable pint-sized fairy with a giant-sized heart who has been appointed by Fairy HQ to keep Jubilee Park in sparkling order. Through her nutty, over-the-top plans and events for the park and its residents, she learns important lessons like problem solving and cooperation. This fun and charming series is based on the bestselling book by Australian author Wendy Harmer.
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	PEARLIE
List date and time rescheduled	JULY 10, 2011 2:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	JULY 2, 2011 70211
Reason for Preemption	Sports

Digital Core Program (7 of 9)	Response
Program Title	WEATHER 101 (10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:00PM AND 6:00PM
Total times aired at regularly scheduled time	52
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Weather 101 For Kids explains various aspects of weather, including the meaning of so many different and sometimes confusing words like dw point, humidity, temperature, wind speed, pressure, etc. Various meteorologists explain how satellites and computers are used to gather information to predict weather.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 9)	Response
Program Title	XIS (10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:30PM
Total times aired at regularly scheduled time	26
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	XIS is a show that features Dr. Bill Willnitz (known as Wizard Willnitz). He is a professor, Augusta State University and Director, Georgia Science Olympiad. During the show, Dr. Willnitz performs safe but exciting experiments that have a visual impact on children and adults. Most of the experiments are simple and can be repeated at home with minimal to no adult supervision. The program was created to entertain children while educating them on the fun facts of science.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9)	Response
Program Title	GREEN SCREEN ADVENTURES (10.3)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AND SUNDAY 8:00AM, 8:30AM, 9:00AM, 9:30AM, 10:00AM, 10:30AM
Total times aired at regularly scheduled time	156
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures feature stories and drawings by students in second through eighth grade using sketch comedy, story theatre, game shows, original songs, puppetry and more. The educational goals of the show are to encourage children to be enthusiastic about writing and reading, help students build a foundation for writing, critical thinking, and problem solving, promote character development as the cast demonstrates cooperation and mutual respect and to provide educators with innovative and entertaining ways to enhance student learning.
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)?	
Name of children's programming liaison	JUDY RALPH
Address	401 3RD STREET SW
City	ROANOKE
State	VA
Zip	24011
Telephone Number	540-512-1501
Email Address	jralph@wsls.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.	After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F. R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming. "NONE"

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:00AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Adapted from the series of popular children's books by Bob Kolar, "Turbo Dogs" is a new 3D animated series set in Racerville, a town filled with dogs who are wild about racing. Each week, the canines encounter situations that require them to think through the "rules of the road"-issues that challenge the racers (and the television audience) to work hard, believe in themselves, play fair, and respect and get along with others.

Other Matters (2 of 9)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This vibrant and amusing animated series follows the adventures of Shelldon, a Yoka Star Shell, and his lively sea-creature friends on their underwater exploits. Set in the idyllic coral reef community called Shell Land, SHELLDON'S inhabitants include: "Herman" the Hermit crab, "Connie" the Cowry shell, Shelldon's adopted family of Fluted Giant Clams, including his young twin siblings, "Click" and "Clack" and a host of other colorful sea characters.

Other Matters (3 of 9)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:00AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the Scholastic award-winning books, this classic science series is fueled by exploration, imagination and FUN! Ms. Frizzle (with the voice of Lily Tomlin) and her famous Magic School Bus takes viewers on exciting road trips that open their eyes to the wonders of scientific discovery. So, as Ms. Frizzle would say, "Wahoo! Get out there and explore!"
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Other Matters (4 of 9)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Babar" is an animated series based on the classic books by Jean and Laurent de Brunhoff. The heartwarming stories and artwork have gained worldwide popularity and have been beloved by fans for 75 years. "Babar" is about a young orphaned elephant who goes to live in the big city to learn about the ways of people. He finds the strength to rise above numerous challenges and returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. Each episode communicates social-emotional messages.

Other Matters (5 of 9)	Response
Program Title	WILLA'S WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 12:00PM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Willa's Wild Life" is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who finds herself in comic predicaments. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.

Other Matters (6 of 9)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 12:30PM

Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie is an adorable pint-sized fairy with a giant-sized heart who has been appointed by Fairy HQ to keep Jubilee Park in sparkling order. Through her nutty, over-the-top plans and events for the park and its residents, she learns important lessons like problem solving and cooperation. This fun and charming series is based on the bestselling book by Australian author Wendy Harmer.

Other Matters (7 of 9)	Response
Program Title	WEATHER 101 (10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:00PM & 6:00PM
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Weather 101 For Kids explains various aspects of weather, including the meaning of so many different and sometimes confusing words like dw point, humidity, temperature, wind speed, pressure, etc. Various meteorologists explain how satellites and computers are used to gather information to predict weather.

Other Matters (8 of 9)	Response
Program Title	XIS (10.2)
Origination	Local
Days/Times Program Regularly Scheduled	MONDAY AND WEDNESDAY 5:30PM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	XIS is a show that features Dr. Bill Wllnitz (known as Wizard Wellnitz). He is a professor, Augusta State University and Director, Georgia Science Olympiad. During the show, Dr. Wellnitz performs safe but exciting experiments that have a visual impact on children and adults. Most of the experiments are simle and can be repeated at home with minimal to no adult supervision. The program was created to entertain children while educating them on the fun facts of science.

Other Matters (9 of 9)	Response
Program Title	GREEN SCREEN ADVENTURES

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AND SUNDAY 8:00AM, 8:30AM, 9:00AM, 9:30AM, 10:00AM, 10:30AM
Total times aired at regularly scheduled time	168
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures feature stories and drawings by students in second through eighth grade using sketch comedy, story theatre, game shows, original songs, puppetry and more. The educational goals of the show are to encourage children to be enthusiastic about writing and reading, help students build a foundation for writing, critical thinking, and problem solving, promote character development as the cast demonstrates cooperation and mutual respect and to provide educators with innovative and entertaining ways to enhance student learning.

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>MEDIA GENERAL COMMUNICATIONS HOLDING LLC</p>

Attachments

No Attachments.