



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0023931157** | File Number: **CPR-119649** | Submit Date: **04/08/2011** | Call Sign: **WTVA** | Facility ID: **74148** | City: **TUPELO** | State: **MS**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/08/2011** | 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
-----------	---------	-------	-------	----------------

---

**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	NBC
	Nielsen DMA	Columbus-Tupelo-W Pt.
	Web Home Page Address	www.wtva.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	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:	5.0
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(18)**

<b>Digital Core Program (1 of 18)</b>	<b>Response</b>
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:00 A.M.
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.	Turbo Dogs is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concept of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tag at the end of each episode reiterates and establishes the educational message learned by the dogs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 18)</b>	<b>Response</b>
Program Title	SHELLDON
Origination	Network

Days/Times Program Regularly Scheduled	SA 9:30 A.M.
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.	Shelldon is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program  
(3 of 18)**

**Response**

Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00 A.M.

Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 books published by Scholastic Inc., the award winning animated science adventure series starring Lily Tomlin is the longest running children's science television series ever. With Ms. Frizzle and her pet lizard Liz, no field trip is ever ordinary. With the help of their magical, transformable Bus they go on cliff-hanging "field trips" in the human body, to the center of the earth, even far into outer space. When you're on the Bus with the Friz, you never know what's going to happen next.
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	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JANUARY 1, 2011
Reason for Preemption	Other

#### Digital Core Program (4 of 18)

	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30 A.M.

Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	BABAR is based on the beloved classic books by Laurent de Brunhoff. This animated series focuses on the story of a young orphaned elephant that goes to the big city to learn about the ways of people. He then returns to the jungle where he builds the city of Celesteville and is crowned King of the elephants. A dedicated ruler and father, Babar and his family experience many challenges, but Babar always finds the strength to rise above difficulty through strength and optimism. Each episode begins with a look into Babar's present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city and back again. BABAR reinforces pro-social messages that celebrate the bonds of family.
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	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JANUARY 1, 2011



Reason for Preemption	Other
-----------------------	-------

Digital Core Program (5 of 18)		Response
Program Title	WILLA'S WILD LIFE	
Origination	Network	
Days/Times Program Regularly Scheduled	SA 11:00 A.M.	
Total times aired at regularly scheduled time	12	
Total times aired	12	
Number of Preemptions	1	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	0	
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.	From the Creator of Oswald, 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, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. 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	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	

Episode #	JANUARY 1, 2011
Reason for Preemption	Other

<b>Digital Core Program (6 of 18)</b>		<b>Response</b>
Program Title	PEARLIE	
Origination	Network	
Days/Times Program Regularly Scheduled	SA 11:30 A.M.	
Total times aired at regularly scheduled time	12	
Total times aired	12	
Number of Preemptions	1	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	0	
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.	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 best selling book by Australian author Wendy Hammer.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

#### Digital Preemption Programs #1

<b>Questions</b>	<b>Response</b>
Title of Program	PEARLIE
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JANUARY 1, 2011
Reason for Preemption	Other

<b>Digital Core Program (7 of 18)</b>		<b>Response</b>
Program Title	JACK HANNA'S ANIMAL ADVENTURES	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	SA 12:00 P.M.
Total times aired at regularly scheduled time	8
Total times aired	8
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	In each episode, the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
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	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JANUARY 8, 2011
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	MARCH 5, 2011
Reason for Preemption	Sports

**Digital Preemption Programs #3**

Questions	Response
Title of Program	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	MARCH 12, 2011
Reason for Preemption	Sports

**Digital Preemption Programs #4**

Questions	Response
Title of Program	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JANUARY 1, 2011
Reason for Preemption	Sports

**Digital Preemption Programs #5**

Questions	Response
Title of Program	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEBRUARY 8, 2011
Reason for Preemption	Sports

**Digital Core Program (8 of 18)**

	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 5:00 P.M.
Total times aired at regularly scheduled time	11
Total times aired	11
Number of Preemptions	2

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	In each episode, the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
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	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEBRUARY 20, 2011
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	JACK HANNA'S ANIMAL ADVENTURES
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	MARCH 13, 2011
Reason for Preemption	Sports

Digital Core Program (9 of 18)	Response
Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	MON 4:30 P.M.

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 Into the Wild is based on Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout his travels, Jack raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. Jack Hanna Into The Wild aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (10 of 18)</b>	<b>Response</b>
Program Title	AWESOME ADVENTURE
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUE 4:30 P.M.
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.	Awesome Adventures' host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. Awesome Adventures is designed to educate, inform and entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic. But rather, the goal is to make the learning fun. Awesome Adventures aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 18)</b>	
	<b>Response</b>
Program Title	AWESOME ADVENTURE
Origination	Syndicated
Days/Times Program Regularly Scheduled	WED. 4:30 P.M.
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.	Awesome Adventures' host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. Awesome Adventures is designed to educate, inform and entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic. But rather, the goal is to make the learning fun. Awesome Adventures aired on the secondary digital stream.

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

<b>Digital Core Program (12 of 18)</b>	<b>Response</b>
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	THUR 4:30 P.M.
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.	Wild About Animals is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for 20 years. As the producers of Wild About Animals, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children specifically in the target age group, by bringing them entertaining and interesting stories about the most fascinating animals. Each episode will consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. Wild About Animals aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (13 of 18)</b>	<b>Response</b>
--	-----------------



Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRI 4:30 P.M.
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.	Wild About Animals is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for 20 years. As the producers of Wild About Animals, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children specifically in the target age group, by bringing them entertaining and interesting stories about the most fascinating animals. Each episode will consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. Wild About Animals aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 18)	Response
Program Title	KIDS FITNESS
Origination	Network
Days/Times Program Regularly Scheduled	SA 7:00 A.M.
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Fitness Kids is an interactive series for young children revolving around a super health hero, aimed to prevent obesity and teach healthy lifestyle. Fun and colorful segments incorporate fitness, nutrition, and education. This program aired on the station's secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (15 of 18)</b>	<b>Response</b>
Program Title	UNDERWATER WORLD FOR KIDS
Origination	Network
Days/Times Program Regularly Scheduled	SA 7:30 A.M.
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	One of Australia's most highly qualified scuba divers, Wayne Gibbs, has always been fascinated by the unbridled curiosity that children have for our "creatures of the deep" and has determined that a series made specifically for kids is long over due. Underwater World For Kids is intended to educate and inspire our young to explore the waters in the future and respect this highly fragile ecosystem in a fun and exciting manner. This program aired on the station's secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (16 of 18)</b>	<b>Response</b>
Program Title	ADVENTURES IN ODYSSEY
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:00 A.M.
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Adventures in Odyssey presents exciting entertainment that brings moral and Biblical principles to life. Set in the small town of Odyssey, the stories range from comedy to suspense, from romance to mystery. The show's memorable, fun characters and situations are designed to ignite the imaginations of tweens -while captivating the attention of the entire family. Adventures in Odyssey aired on the secondary digital stream which airs Family Net.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (17 of 18)</b>	<b>Response</b>
Program Title	NANA PUDDIN
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:30 A.M.
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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This exciting series is colorful, action-packed and full of surprises. Hosted by award-winning ventriloquist Dennis Lee, the program mixes energetic performances from the host, special guest and the wacky personalities of more than 26 puppets. A live audience of children fills each episode containing laughter, songs and skits. The Nanna Puddin Show presents a timeless and solid message teaching children how to make wise choices in many of life's difficult situations. Nanna Puddin aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18)	Response
Program Title	AQUA KIDS
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:30 A.M.
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. This program aired on the station's second digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core Educational and Informational Programming (2)**

<b>Non-Core Educational and Informational Programming (1 of 2)</b>	<b>Response</b>
Program Title	DR. PENGUIN'S MAGICAL WORLD
Origination	Network
Days/Times Program Regularly Scheduled:	SA 6:30 A.M.
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A TV Series created for Children of all ages. Each episode visits a new location on the globe. Dr. Penguin examines global issues such as pollution and endangered species, he also discovers the local culture, food, geography, history and traditions of each destination through the eyes of a local child. The audience learns a local magic trick and gets a taste of comedy in each episode. This show has aired all over the globe from Singapore to Mexico and is still running.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

**Date and Time Aired:**

<b>Questions</b>	<b>Response</b>
Date Time	

<b>Non-Core Educational and Informational Programming (2 of 2)</b>	<b>Response</b>
Program Title	MUSTARD PANCAKES
Origination	Network
Days/Times Program Regularly Scheduled:	SA 6:00 A.M.
Total times aired at regularly scheduled time:	13
Number of Preemptions	-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.	Mustard Pancakes is a television series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends. Each episode mirrors a slice of everyday life, from problems to celebrations and everything in between. Courtney lives with her cat, Mr. D., and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo. Definitely an off beat family. Courtney's home is warm, friendly and inviting. It is a cozy place where all children feel comfortable hanging out, singing songs and hearing stories.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

**Date and Time Aired:**

Questions	Response
Date Time	

**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	Jackie Rowan
Address	P.O. Box 350
City	Tupelo
State	MS
Zip	38802
Telephone Number	662-842-7620
Email Address	jrowan@wtva.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.	On January 1, 2011, NBC pre-empted Children's Programming from 10:00 A.M. to 12:00 P.M. for the Tournament of Roses Parade.



**Other Matters (18)**

<b>Other Matters (1 of 18)</b>	<b>Response</b>
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:00 A.M.
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.	Turbo Dogs is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concept of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tag at the end of each episode reiterates and establishes the educational message learned by the dogs.

<b>Other Matters (2 of 18)</b>	<b>Response</b>
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	SA 9:30 A.M.
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.	Sheldon is an animated series about a school-aged yoka shell mollusk named Sheldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Sheldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
--	--

**Other Matters (3 of 18)**

**Response**

Program Title	THE MAGIC SCHOOL BUS
---------------	----------------------

Origination	Network
-------------	---------

Days/Times Program Regularly Scheduled	SA 10:00 A.M.
--	---------------

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 books published by Scholastic Inc., the award winning animated science adventure series starring Lily Tomlin is the longest running children's science television series ever. With Ms. Frizzle and her pet lizard Liz, no field trip is ever ordinary. With the help of their magical, transformable Bus they go on cliff-hanging "field trips" in the human body, to the center of the earth, even far into outer space. When you're on the Bus with the Friz, you never know what's going to happen next.
--	---

**Other Matters (4 of 18)**

**Response**

Program Title	BABAR
---------------	-------

Origination	Network
-------------	---------

Days/Times Program Regularly Scheduled	SA 10:30 A.M.
--	---------------

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.	BABAR is based on the beloved classic books by Laurent de Brunhoff. This animated series focuses on the story of a young orphaned elephant that goes to the big city to learn about the ways of people. He then returns to the jungle where he builds the city of Celesteville and is crowned King of the elephants. A dedicated ruler and father, Babar and his family experience many challenges, but Babar always finds the strength to rise above difficulty through strength and optimism. Each episode begins with a look into Babar's present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city and back again. BABAR reinforces pro-social messages that celebrate the bonds of family.
--	---

**Other Matters (5 of 18)**

**Response**

Program Title WILLA'S WILD LIFE

Origination Network

Days/Times SA 11:00 A.M.  
Program Regularly Scheduled

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. From the Creator of Oswald, 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, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. 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 18)**

**Response**

Program Title PEARLIE

Origination Network

Days/Times Program Regularly Scheduled SA 11:30 A.M.

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. Pearlle 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 best selling book by Australian author Wendy Hammer.

**Other Matters (7 of 18)**

**Response**

Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 12:00 P.M.
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.	In each episode, the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.

<b>Other Matters (8 of 18)</b>	<b>Response</b>
--------------------------------	-----------------

Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 5:00 P.M.
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.	In each episode, the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.

<b>Other Matters (9 of 18)</b>	<b>Response</b>
--------------------------------	-----------------

Program Title	JACK HANNA'S INTO THE WILD
Origination	Syndicated
Days/Times Program Regularly Scheduled	MON 4:30 A.M.
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 Into the Wild is based on Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout his travels, Jack raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. Jack Hanna Into The Wild will air on the secondary digital stream.
--	---

<b>Other Matters (10 of 18)</b>	<b>Response</b>
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	TUE 4:30 P.M.
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.	Awesome Adventures' host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. Awesome Adventures is designed to educate, inform and entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic. Rather, the goal is to make the learning fun. Awesome Adventures will air on the secondary digital stream.

<b>Other Matters (11 of 18)</b>	<b>Response</b>
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	WED 4:30 P.M.
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.	Awesome Adventures' host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. Awesome Adventures is designed to educate, inform and entertain children about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic. Rather, the goal is to make the learning fun. Awesome Adventures will air on the secondary digital stream.

<b>Other Matters (12 of 18)</b>	<b>Response</b>
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	THUR 4:30 P.M.
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.	Wild About Animals is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for 20 years. As the producers of Wild About Animals, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children specifically in the target age group, by bringing them entertaining and interesting stories about the most fascinating animals. Each episode will consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. Wild About Animals will air on the secondary digital stream.

<b>Other Matters (13 of 18)</b>	<b>Response</b>
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	FRI 4:30 P.M.
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.	Wild About Animals is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for 20 years. As the producers of Wild About Animals, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children specifically in the target age group, by bringing them entertaining and interesting stories about the most fascinating animals. Each episode will consist of four different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday. Wild About Animals will air on the secondary digital stream.

<b>Other Matters (14 of 18)</b>	<b>Response</b>
---------------------------------	-----------------

Program Title	KIDS FITNESS
Origination	Network
Days/Times Program Regularly Scheduled	SA 7:00 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Fitness Kids is an interactive series for young children revolving around a super health hero, aimed to prevent obesity and teach healthy lifestyle. Fun and colorful segments incorporate fitness, nutrition, and education. This program will air on the station's secondary digital stream.

**Other Matters (15 of 18)**

**Response**

Program Title	UNDERWATER WORLD FOR KIDS
Origination	Network
Days/Times Program Regularly Scheduled	SA 7:30 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	One of Australia's most highly qualified scuba divers, Wayne Gibbs, has always been fascinated by the unbridled curiosity that children have for our "creatures of the deep" and has determined that a series made specifically for kids is long over due. Underwater World For Kids is intended to educate and inspire our young to explore the waters in the future and respect this highly fragile ecosystem in a fun and exciting manner. This program will air on the station's secondary digital stream.

**Other Matters (16 of 18)**

**Response**

Program Title	ADVENTURES IN ODYSSEY
Origination	Network
Days/Times Program Regularly Scheduled	SA 8:00 A.M.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Adventures in Odyssey presents exciting entertainment that brings moral and Biblical principles to life. Set in the small town of Odyssey, the stories range from comedy to suspense, from romance to mystery. The show's memorable, fun characters and situations are designed to ignite the imaginations of tweens - while captivating the attention of the entire family. Adventures in Odyssey will air on the secondary digital stream which airs Family Net.
--	--

**Other Matters (17 of 18)**

**Response**

Program Title	NANA PUDDIN
---------------	-------------

Origination	Network
-------------	---------

Days/Times Program Regularly Scheduled	SA 8:30 A.M.
--	--------------

Total times aired at regularly scheduled time	13
---	----

Length of Program	30 mins
-------------------	---------

Age of Target Child Audience from	4 years to 10 years
-----------------------------------	---------------------

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This exciting series is colorful, action-packed and full of surprises. Hosted by award-winning ventriloquist Dennis Lee, the program mixes energetic performances from the host, special guest and the wacky personalities of more than 26 puppets. A live audience of children fills each episode containing laughter, songs and skits. The Nanna Puddin Show presents a timeless and solid message teaching children how to make wise choices in many of life's difficult situations. Nanna Puddin will air on the secondary digital stream.
--	--

**Other Matters (18 of 18)**

**Response**

Program Title	AQUA KIDS
---------------	-----------

Origination	Network
-------------	---------

Days/Times Program Regularly Scheduled	SA 9:30 A.M.
--	--------------

Total times aired at regularly scheduled time	13
---	----

Length of Program	30 mins
-------------------	---------

Age of Target Child Audience from	8 years to 12 years
-----------------------------------	---------------------

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. This program will air on the station's second digital stream.
--	--



## 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>Jackie Rowan</b></p>

## Attachments

No Attachments.