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# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-134292** | Submit Date: **10/10/2012** | Call Sign: **WWBT** | Facility ID: **30833** | City: **RICHMOND** | State: **VA**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/10/2012** | Filing Status: **Active**

Report reflects information for : Third 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
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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	Richmond-Petersburg
	Web Home Page Address	www.nbc12.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	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(9)

Digital Core Program (1 of 9)	Response
Program Title	Noodle and Doodle (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00am (7/7/12-9/29/12)
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies, and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. While the show will be enjoyed by preschoolers, the projects are very practical and engaging to implement for children. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Noodle and Doodle (NBC channel 12.1)
List date and time rescheduled	08-19-12 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07-28-12 / #104
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle (NBC channel 12.1)
List date and time rescheduled	08-11-12 9:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07-07-12 / #101
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle and Doodle (NBC channel 12.1)
List date and time rescheduled	09-02-12 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08-11-12 / #106
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle and Doodle (NBC channel 12.1)
List date and time rescheduled	09-16-12 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09-29-12 / #113
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle and Doodle (NBC channel 12.1)
List date and time rescheduled	08-26-12 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	08-04-12 / #105
Reason for Preemption	Sports

Digital Core Program (2 of 9)	Response
Program Title	The Pajanimals (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30am (7/7/12-9/29/12)
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	The Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow.
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 Pajanimals (NBC channel 12.1)
List date and time rescheduled	09-02-12 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08-11-12 / #106
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	The Pajanimals (NBC channel 12.1)
List date and time rescheduled	09-16-12 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09-29-12 / #113
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	The Pajanimals (NBC channel 12.1)
List date and time rescheduled	07-22-12 12:30pm
Is the rescheduled date the second home?	Yes



Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07-07-12 / #101
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	The Pajanimals (NBC channel 12.1)
List date and time rescheduled	08-26-12 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	08-04-12 / #105
Reason for Preemption	Sports

#### Digital Preemption Programs #5

Questions	Response
Title of Program	The Pajanimals (NBC channel 12.1)
List date and time rescheduled	08-19-12 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07-28-12 / #104
Reason for Preemption	Sports

Digital Core Program (3 of 9)		Response
Program Title		Poppy Cat (NBC channel 12.1)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays, 11:00am (7/7/12-9/29/12)
Total times aired at regularly scheduled time		8
Total times aired		13
Number of Preemptions		5

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading because it will always lead to enjoyment and adventure.
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	Poppy Cat (NBC channel 12.1)
List date and time rescheduled	09-02-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08-11-12 / #106
Reason for Preemption	Sports

**Digital Preemption Programs #2**

Questions	Response
Title of Program	Poppy Cat (NBC channel 12.1)
List date and time rescheduled	09-23-12 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09-29-12 / #113

Reason for Preemption	Sports
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### Digital Preemption Programs #3

Questions	Response
Title of Program	Poppy Cat (NBC channel 12.1)
List date and time rescheduled	08-11-12 9:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07-07-12 / #101
Reason for Preemption	Sports

### Digital Preemption Programs #4

Questions	Response
Title of Program	Poppy Cat (NBC channel 12.1)
List date and time rescheduled	08-19-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07-28-12 / #104
Reason for Preemption	Sports

### Digital Preemption Programs #5

Questions	Response
Title of Program	Poppy Cat (NBC channel 12.1)
List date and time rescheduled	08-26-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	08-04-12 / #105
Reason for Preemption	Sports

Digital Core Program (4 of 9)	Response
Program Title	Justin Time (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am (7/7/12-9/29/12)

Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination.
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	Justin Time (NBC channel 12.1)
List date and time rescheduled	08-19-12 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07-28-12 / #104

Reason for Preemption	Sports
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## Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time (NBC channel 12.1)
List date and time rescheduled	09-23-12 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09-29-12 / #113
Reason for Preemption	Sports

## Digital Preemption Programs #3

Questions	Response
Title of Program	Justin Time (NBC channel 12.1)
List date and time rescheduled	09-02-12 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08-11-12 / #106
Reason for Preemption	Sports

## Digital Preemption Programs #4

Questions	Response
Title of Program	Justin Time (NBC channel 12.1)
List date and time rescheduled	08-26-12 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	08-04-12 / #105
Reason for Preemption	Sports

## Digital Preemption Programs #5

Questions	Response
Title of Program	Justin Time (NBC channel 12.1)
List date and time rescheduled	07-22-12 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07

Episode #	07-07-12 / #101
Reason for Preemption	Sports
<div> <div>Digital Core Program (5 of 9)</div> <div>Response</div> </div>	
Program Title	Lazy Town (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:00pm (7/7/12-9/29/12)
Total times aired at regularly scheduled time	7
Total times aired	13
Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
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.	<p>Lazy Town promotes fitness and healthful habits for children of preschool and primary grades. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.</p>
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	Lazy Town (NBC channel 12.1)
List date and time rescheduled	09-15-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09-29-12 / #120
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazy Town (NBC channel 12.1)
List date and time rescheduled	07-21-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07-07-12 / #101
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Lazy Town (NBC channel 12.1)
List date and time rescheduled	08-26-12 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	2012-08-04
Episode #	08-04-12 / #108
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Lazy Town (NBC channel 12.1)
List date and time rescheduled	08-25-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07-28-12 / #104

Reason for Preemption	Sports
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Digital Preemption Programs #5

Questions	Response
Title of Program	Lazy Town (NBC channel 12.1)
List date and time rescheduled	09-01-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08-11-12 / #109
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Lazy Town (NBC channel 12.1)
List date and time rescheduled	09-08-12 9:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	09-08-12 / #116
Reason for Preemption	Sports

Digital Core Program (6 of 9)    Response	
Program Title	The Wiggles (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:30pm (7/7/12-9/29/12)
Total times aired at regularly scheduled time	7
Total times aired	13
Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6



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.	The Wiggles is a musical variety show specifically designed for children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool viewer.
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 Wiggles (NBC channel 12.1)
List date and time rescheduled	07-21-12 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-07
Episode #	07-07-12 / #101
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	The Wiggles (NBC channel 12.1)
List date and time rescheduled	09-22-12 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-29
Episode #	09-29-12 / #0013
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	The Wiggles (NBC channel 12.1)
List date and time rescheduled	09-01-12 2:00pm

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-11
Episode #	08-11-12 / #109
Reason for Preemption	Sports

**Digital Preemption Programs #4**

Questions	Response
Title of Program	The Wiggles (NBC channel 12.1)
List date and time rescheduled	08-25-12 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-07-28
Episode #	07-28-12 / #102
Reason for Preemption	Sports

**Digital Preemption Programs #5**

Questions	Response
Title of Program	The Wiggles (NBC channel 12.1)
List date and time rescheduled	09-08-12 9:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-09-08
Episode #	09-08-12 / #0010
Reason for Preemption	Sports

**Digital Preemption Programs #6**

Questions	Response
Title of Program	The Wiggles (NBC channel 12.1)
List date and time rescheduled	09-01-12 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-08-04
Episode #	08-04-12 / #108
Reason for Preemption	Sports

Digital Core Program (7 of 9)	Response
Program Title	Green Screen Adventures (Me-TV channel 12.2)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 8:00am, 8:30am, 9:00am, 9:30am (7/7/12-9/29/12)
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, Green Screen Adventures sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard.
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	Green Screen Adventures (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:00am, 8:30am, 9:00am, 9:30am (7/8/12-9/30/12)
Total times aired at regularly scheduled time	56
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.	Utilizing humor as a powerful learning tool, Green Screen Adventures sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard.
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	Mad About (Me-TV channel 12.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 10:00am, 10:30am (7/7/12-9/29/12)	
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	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mad About is a half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.	
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	Blake Peddicord
Address	5710 Midlothian Turnpike
City	Richmond
State	VA
Zip	23225
Telephone Number	804 230-7028
Email Address	bpeddicord@nbc12.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.	E/I programming on NBC channel 12.1 was pre-empted for the Tour de France (July 7), the 2012 Summer Olympic Games (July 28, August 4, August 11), and the Ryder Cup golf tournament (September 29). Best efforts were made to schedule makegoods to air as quickly as possible and in second homes. On July 14, E/I programs "Poppy Cat" and "Lazy Town" were interrupted for breaking news: coverage of President Obama's appearance in the Richmond area. On August 11, "Noodle and Doodle" and "Poppy Cat" were interrupted for breaking news: coverage of the introduction of Paul Ryan as running mate for Republican presidential nominee Mitt Romney. Beginning this quarter, the NBC television network has scheduled six new educational and informational series, all specifically designed to serve the early education and informational needs of the preschool and early primary grade audience, children ages 2-5. Each of the shows listed was developed by the award winning Sprout network. All of the programs have educational objectives and messages that are central to the content and appropriate for the program genre.

Other Matters (15)

Other Matters (1 of 15)	Response
Program Title	Noodle and Doodle (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00am
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.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies, and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. While the show will be enjoyed by preschoolers, the projects are very practical and engaging to implement for children. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal.

Other Matters (2 of 15)	Response
Program Title	The Pajanimals (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30am
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.	The Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow.
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Other Matters (3 of 15)	Response
Program Title	Poppy Cat (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:00am
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.	Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading because it will always lead to enjoyment and adventure.

Other Matters (4 of 15)	Response
Program Title	Justin Time (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am
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.	Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination.

Other Matters (5 of 15)	Response
Program Title	Lazy Town (NBC channel 12.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:00pm
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.	<p>Lazy Town promotes fitness and healthful habits for children of preschool and primary grades. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.</p>

Other Matters (6 of 15)	Response
Program Title	The Wiggles (NBC channel 12.1)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 12:30pm
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.	The Wiggles is a musical variety show specifically designed for children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool viewer.

Other Matters (7 of 15)	Response
Program Title	Green Screen Adventures (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00am, 8:30am
Total times aired at regularly scheduled time	26
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.	Utilizing humor as a powerful learning tool, Green Screen Adventures sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard.

Other Matters (8 of 15)	Response
Program Title	Green Screen Adventures (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:00am, 8:30am
Total times aired at regularly scheduled time	56
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.	Utilizing humor as a powerful learning tool, Green Screen Adventures sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard.
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Other Matters (9 of 15)	Response
Program Title	Children Talk (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children Talk is a weekly half-hour series where children talk about what they know and learn about what they don't. Featuring nationally known ventriloquist Taylor Mason, each weekly episode of Children Talk provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.

Other Matters (10 of 15)	Response
Program Title	Workforce (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30am
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.	Workforce is a half-hour series designed to help young people make educated decisions about their future careers. In each episode, four teens are catapulted into a job for one day to find out first hand what different careers are all about. With a good sense of humor and a healthy understanding of humility, these teens take on various jobs including zookeeper, plastic surgeon, private detective, city mayor, veterinarian, crane operator, farmer, web designer, juggler, butcher and everything in between.

Other Matters (11 of 15)	Response
Program Title	Travel Thru History (Me-TV channel 12.2)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 10:00am
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.	Travel Thru History is designed to spark interest and enthusiasm in teens and their families to learn about our country's rich and fascinating history. The series visits diverse locales across the U.S. from Las Vegas to Key West.

Other Matters (12 of 15)	Response
Program Title	Safari (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30am
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.	Safari provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.

Other Matters (13 of 15)	Response
Program Title	Cookin' with Cutty (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 9:00am
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.	Cookin' With Cutty promotes positive health and nutrition lifestyle choices for children and their parents. Fast-paced, high-energy segments featuring Cutty, Lisa, Blakely and the kids focus on the benefits of eating well, exercising and being tobacco free. Our mission is to encourage good health, nutrition and fitness habits to children around the world. Filmed on location throughout the beautiful Hawaiian Islands, Cookin' With Cutty informs and educates children, parents and families through the easiest learning method on earth-FUN!
<b>Other Matters (14 of 15)</b>	
Program Title	Kids Cooking for Kids (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 9:30am
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.	Mike and Will are twin brothers who love to eat. Their weekly TV show is based on experiences that began when the boys were only 5 years old. They want to share their love of cooking and eating, with as many kids as possible. In each episode, Mike and Will demonstrate how to cook a particular dish, emphasizing the importance of good nutrition, kitchen safety and a healthy lifestyle.
<b>Other Matters (15 of 15)</b>	
Program Title	Mad About (Me-TV channel 12.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays, 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

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Mad About is a half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.

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>WWBT License Subsidiary, LLC</b></p>



Attachments

No Attachments.