



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0027691682** | File Number: **CPR-164586** | Submit Date: **01/10/2015** | Call Sign: **WMDE** | Facility ID: **189357** | City:
DOVER | State: **DE**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2015 | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2014**

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 | Independent |
| | Affiliated network | |
| | Nielsen DMA | Washington DC |
| | Web Home Page Address | |

Digital Core
Programming

| Question | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream | 3.0 |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream | 0.0 |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671: | 0.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes |

Digital Core
Programs(6)

| Digital Core Program (1 of 6) | Response |
|--|--|
| Program Title | Did You Ever Wonder |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 8:00 a.m. (October 5 - December 28) |
| 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 | 6 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Did You Ever Wonder is a nationally acclaimed children's series that furthers the educational and information needs of children by providing answers to the why's and how's on a wide variety of topics such as making chocolate, cereal and paper, and how computers are built. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 6) | Response |
|--|---|
| Program Title | Kids Cooking for Kids |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 8:30 a.m. (October 5 - December 28) |
| 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 |

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|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Kids Cooking for Kids educates and informs children the importance of proper nutrition and developing good habits for healthy living. The series allows children to explore the world of good food and healthy eating. It also educates and informs children about exercise, safety, and good hygiene. Each episode highlights a recipe for making healthy dishes using wholesome ingredients, offering practical alternatives to junk food. It also promotes children's creative skills and physical well-being. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (3 of 6) | | Response |
|--|--|--|
| Program Title | | Aqua Kids |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Saturdays / 9:00 a.m. (October 5 - December 28) |
| 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. | | Aqua Kids provides information in the area of biology and specifically the ecosystem related to the ocean, its tributaries and estuaries. Children learn about the resources of the oceans and how protection of the oceans is necessary to present and future generations. Each show provides information related to a specific topic and gives an educational approach to understand the topic related to the entire ecosystem of the earth. Aqua Kids provides kids with a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (4 of 6) | | Response |
|--|--|----------|
| Program Title | Dragonfly TV | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Saturdays / 9:30 a.m. (October 5 - December 28) | |
| 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. | Dragonfly TV demonstrates practical applications of mathematics and science with children doing hands-on projects. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode aims to be engaging, entertaining and educational, allowing children to investigate science on their own. | |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes | |

| Digital Core Program (5 of 6) | | Response |
|--|--|----------|
| Program Title | Real Life 101 | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Saturdays / 10:00 a.m. (October 5 - December 28) | |
| 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. | Every week, Real Life 101 teen hosts explore two or three exciting professions. The series takes viewers "on the job" to understand why these professionals love what they do. Through the hosts' interviews of adults in these varying professions, teen viewers learn about the different career paths available, as well as how certain education-based decisions may help shape their future. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 6) | Response |
|--|---|
| Program Title | The Real Winning Edge |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 10:30 a.m. (October 5 - December 28) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Real Winning Edge highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. The series features role models from professional sports and the entertainment industry. |
| 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 | Tracey King |
| Address | 20 F Street, Suite 769 |
| City | Washington |
| State | DC |
| Zip | 20001 |
| Telephone Number | (813) 579-4226 |
| Email Address | tking@wpbroadcast.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. | WMDE went on the air October 1, 2014. |

Other Matters (6)

| Other Matters (1 of 6) | Response |
|--|--|
| Program Title | Did You Ever Wonder |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 8:00 a.m. |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Did You Ever Wonder is a nationally acclaimed children's series that furthers the educational and information needs of children by providing answers to the why's and how's on a wide variety of topics such as making chocolate, cereal and paper, and how computers are built. |

| Other Matters (2 of 6) | Response |
|--|---|
| Program Title | Kids Cooking for Kids |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 8:30 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. | Kids Cooking for Kids educates and informs children the importance of proper nutrition and developing good habits for healthy living. The series allows children to explore the world of good food and healthy eating. It also educates and informs children about exercise, safety, and good hygiene. Each episode highlights a recipe for making healthy dishes using wholesome ingredients, offering practical alternatives to junk food. It also promotes children's creative skills and physical well-being. |

| Other Matters (3 of 6) | Response |
|---|-----------------------|
| Program Title | Aqua Kids |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 9:00 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 |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Aqua Kids provides information in the area of biology and specifically the ecosystem related to the ocean, its tributaries and estuaries. Children learn about the resources of the oceans and how protection of the oceans is necessary to present and future generations. Each show provides information related to a specific topic and gives an educational approach to understand the topic related to the entire ecosystem of the earth. Aqua Kids provides kids with a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. |
|--|--|

| Other Matters (4 of 6) | Response |
|--|--|
| Program Title | Dragonfly TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 9:30 a.m. |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
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| Other Matters (5 of 6) | Response |
|--|---|
| Program Title | Real Life 101 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 10:00 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. | Every week, Real Life 101 teen hosts explore two or three exciting professions. The series takes viewers "on the job" to understand why these professionals love what they do. Through the hosts' interviews of adults in these varying professions, teen viewers learn about the different career paths available, as well as how certain education-based decisions may help shape their future. |

| Other Matters (6 of 6) | Response |
|---|------------------------|
| Program Title | The Real Winning Edge |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays / 10:30 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. | The Real Winning Edge highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. The series features role models from professional sports and the entertainment industry. |

Certification

| Question | Response |
|--|--|
| <p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p> | |
| <p>I certify that this application includes all required and relevant attachments.</p> | |
| <p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p> | <p>Western Pacific Broadcast, LLC</p> |

Attachments

No Attachments.