



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003742608** | File Number: **CPR-153410** | Submit Date: **04/09/2014** | Call Sign: **WPSG** | Facility ID: **12499** | City:
PHILADELPHIA | State: **PA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/09/2014 | Filing Status: **Active**

Report reflects information for : **First 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 | Network Affiliation |
| | Affiliated network | CW |
| | Nielsen DMA | Philadelphia |
| | Web Home Page Address | www.cwphilly.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 | 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? | No |

Digital Core
Programs(7)

| Digital Core Program (1 of 7) | Response |
|--|---|
| Program Title | The Adventures of Chuck and Friends |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday, 7:00am |
| Total times aired at regularly scheduled time | 6 |
| 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 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The New Adventures of Chuck and Friends is an action-comedy to inspire children, especially 4-7 year-old boys to approach playtime as an exciting, limitless adventure, in which everyone learns how to solve problems creatively, compassionately, and with a sense of humor. CHUCK's storylines and characters aim to spark young children's imaginations, and encourage them to think of fun ways of turning their daydreams into action-packed adventures and games with their real-life friends. To support this mission, the characters and stories will inspire children to be good friends to their peers at home and at school by approaching social situations with self-confidence and a willingness to try new things. Through each weeks' stories Chuck and his friends will use problem-solving strategies such as teamwork, thinking creatively, taking responsibilities for their actions, perseverance when they encounter obstacles and to ask for help when trying to handle a frustrating situation. Each weeks stories will demonstrate through creative storytelling by acknowledging that making mistakes is a natural part of any problem-solving, and everyone has strengths and weaknesses. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (2 of 7) | Response |
|---|---|
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday, 7:00am |
| Total times aired at regularly scheduled time | 7 |
| 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 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Rescue Heroes was designed to serve the education and information needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 7) | Response |
|--|-----------------|
| Program Title | Rescue Heroes |
| Origination | Network |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Saturday, 7:30am |
| 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 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Rescue Heroes was designed to serve the education and information needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 7) | Response |
|---|----------------|
| Program Title | Real Life 101 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 9:00am |
| 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. | Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like, and what it takes to choose a particular profession. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 7) | Response |
|--|--|
| Program Title | Whaddyado |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 9:30am |
| 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. | Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Real footage and re-enactments mix with teen interviews and expert opinions on what to do. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 7) | Response |
|--|-----------------|
| Program Title | Career Day |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 10:00am |

| | |
|--|--|
| 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. | <p>The purpose of Career Day is to provide a safe learning environment for young viewers to become more informed about the gamut of possible careers available for them to explore. Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education /training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow's Workplace, "Middle school is an ideal age at which to expose students to the challenging world of work".</p> <p>The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education (Broadening Career Horizons for Students in At-Risk Environments, O'Brien et al (1999). Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives.</p> |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (7 of 7) | Response |
|--|----------------------------------|
| Program Title | Made in Hollywood - Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 10:30am |

| | |
|--|---|
| 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. | Behind the scenes look at various jobs in the entertainment industry, focused on educating young adults on how to get into the business, what it takes to succeed. Features interviews and footage with the talent and particularly those off-screen. |
| 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 | Shelley Hoffman |
| Address | 1555 Hamilton Street |
| City | Philadelphia |
| State | PA |
| Zip | 19130 |
| Telephone Number | 215-977-5700 |
| Email Address | shelley.hoffman@wpsg.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. | |

Other Matters (6)

| Other Matters (1 of 6) | Response |
|---|---|
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday, 7:00am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Rescue Heroes was designed to serve the education and information needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story. |

| Other Matters (2 of 6) | Response |
|--|---------------------|
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday, 7:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 11 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>Rescue Heroes was designed to serve the education and information needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minutes episodes.</p> <p>Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.</p> |
|--|---|

| Other Matters (3 of 6) | Response |
|--|--|
| Program Title | Real Life 101 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 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. | Real life jobs and careers are explored in an energetic style. The careers and people chosen to reflect those categories offer a vital inside look at what it would really be like, and what it takes to choose a particular profession. |

| Other Matters (4 of 6) | Response |
|--|--|
| Program Title | Whaddyado |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 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. | Each week teens will learn lessons about how to react when perilous situations and everyday problems occur. Real footage and re-enactments mix with teen interviews and expert opinions on what to do. |

| Other Matters (5 of 6) | Response |
|---|-----------------|
| Program Title | Career Day |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 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. | The purpose of Career Day is to provide a safe learning environment for young viewers to become more informed about the gamut of possible careers available for them to explore. Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education /training to prepare for the job, and experiences that led them to choose their career. To encourage students to make informed decisions, young adults must be introduced to career awareness, such as the concept that success in most careers requires education and training (Fouad, 1995). As the National Alliance of Business recommended in its 1999 publication Preparing Young People for Tomorrow's Workplace, "Middle school is an ideal age at which to expose students to the challenging world of work". The program's motivational and inspirational message of each guest empowers audiences of all ages to investigate career opportunities, which has been proven to enhance academic performance, facilitate high school completion and encourage postsecondary education (Broadening Career Horizons for Students in At-Risk Environments, O'Brien et al (1999). Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication, and perseverance children can apply to their lives. |

| Other Matters (6 of 6) | Response |
|--|---|
| Program Title | Made in Hollywood - Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 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. | Behind the scenes look at various jobs in the entertainment industry, focused on educating young adults on how to get into the business, what it takes to succeed. Features interviews and footage with the talent and particularly those off-screen. |

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>Philadelphia Television Station WPSG Inc.</p> |

Attachments

No Attachments.