



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238794** | File Number: **CPR-143547** | Submit Date: **07/08/2013** | Call Sign: **WPMI-TV** | Facility ID: **11906**
City: **MOBILE** | State: **AL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/08/2013 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2013**

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 | Mobile-Pensacola |
| | Web Home Page Address | WWW.LOCAL15TV.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: | 3.0 |
| 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(12)

| Digital Core Program (1 of 12) | Response |
|--|---|
| Program Title | NOODLE & DOODLE |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 11:30AM |
| Total times aired at regularly scheduled time | 9 |
| Total times aired | 13 |
| Number of Preemptions | 4 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 4 |
| 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 program features creating art projects and cooking projects around a specific theme. Noodle & Doodle along with host, Sean, demonstrate step-by-step how to projects, encouraging parent engagement and often feature families working together to make something to display within the child's home. The art projects typically promote utilizing recycled materials in order to demonstrate that objects can be repurposed. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| 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 | NOODLE & DOODLE |
| List date and time rescheduled | JUNE 15, 2013 - 8:30AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | JUNE 15, 2013 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|-----------------------|
| Title of Program | NOODLE & DOODLE |
| List date and time rescheduled | JUNE 1, 2013 - 8:30AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | JUNE 1, 2013 |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|-----------------------|
| Title of Program | NOODLE & DOODLE |
| List date and time rescheduled | JUNE 8, 2013 - 2:00PM |
| 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 # | JUNE 8, 2013 |
| Reason for Preemption | Sports |

Digital Preemption Programs #4

| Questions | Response |
|--|----------------------|
| Title of Program | NOODLE & DOODLE |
| List date and time rescheduled | MAY 4, 2013 - 8:30AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | MAY 4, 2013 |
| Reason for Preemption | Sports |

Digital Core Program (2 of 12)

| | Response |
|--|-----------------|
| Program Title | PAJANIMALS |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 9:30AM |

| | |
|--|--|
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 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 four preschool aged puppets who live together in a house with their off-screen parents. Each night at bedtime the Pajanimals go through the rituals of getting ready for bed such as brushing their teeth and once tucked into bed, one of the characters brings up a problem, concern or issue. The characters then embark on an imaginary adventure to resolve whatever came up, such as shyness, making a new friend or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help the Pajanimals work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure and the Pajanimals return home confident and ready to face the issue when awake. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| 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 | PAJANIMALS |
| List date and time rescheduled | JUNE 22, 2013 - 12:30PM |
| 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 # | JUNE 8, 2013 |

| | |
|-----------------------|--------|
| Reason for Preemption | Sports |
|-----------------------|--------|

| Digital Core Program (3 of 12) | | Response |
|--|---|-----------------|
| Program Title | POPPY CAT | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 10AM | |
| Total times aired at regularly scheduled time | 12 | |
| Total times aired | 13 | |
| Number of Preemptions | 1 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 1 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 2 years to 5 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program is based on the books by Lara Jones and emphasizes the use of imagination and creative thinking for the viewers. In each episode Lara reads a story to her cat, Poppy, and as the story unfolds they enter an exciting adventure which takes them to distant lands reached by boat, plane or train. Poppy Cat and his animal friends are always nice yet ignore the antics of the resident bully. The lesson in the story is to think creatively and exercise your mind through reading. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. | |
| 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 |
| List date and time rescheduled | JUNE 8, 2013 - 1:00PM |
| 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 # | JUNE 8, 2013 |

| | |
|-----------------------|--------|
| Reason for Preemption | Sports |
|-----------------------|--------|

| Digital Core Program (4 of 12) | | Response |
|--|---|-----------------|
| Program Title | JUSTIN TIME | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 10:30AM | |
| Total times aired at regularly scheduled time | 12 | |
| Total times aired | 13 | |
| Number of Preemptions | 1 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | 1 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 2 years to 5 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Justin is a little boy who wants to master his destiny, have great adventures and solve problems. The episodes begin with Justin being vexed with a problem and he daydreams himself along with his imaginary friends into an adventure which takes him to different places around the world and also provides him with an experience that helps him solve the problem when he returns home. Through the daydreams, Justin learns that it takes focus to achieve success, failure can teach what to do the next time to succeed and if one way to solve a problem doesn't work, you can find another way to get to your goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. | |
| 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 |
| List date and time rescheduled | JUNE 8, 2013 - 2:30PM |

| | |
|--|--------------|
| 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 # | JUNE 8, 2013 |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 12) | |
|--|---|
| | Response |
| Program Title | LAZY TOWN |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 11AM |
| Total times aired at regularly scheduled time | 10 |
| Total times aired | 13 |
| Number of Preemptions | 3 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 3 |
| 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. | This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |

| | |
|---|-----|
| 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 |
| List date and time rescheduled | JUNE 8, 2013 - 1:30PM |
| 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 # | JUNE 8, 2013 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|-----------------------|
| Title of Program | LAZY TOWN |
| List date and time rescheduled | JUNE 1, 2013 - 8:00AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | JUNE 1, 2013 |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|---------------------|
| Title of Program | LAZY TOWN |
| List date and time rescheduled | JUNE 15, 2013 - 8AM |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | |
| Episode # | JUNE 15, 2013 |
| Reason for Preemption | Sports |

Digital Core Program (6 of 12)

| Program Title | Response |
|---------------|----------------|
| Program Title | THE CHICA SHOW |

| | |
|--|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 9AM |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |
| 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 CHICA SHOW |
| List date and time rescheduled | JUNE 22, 2013 - 12:00PM |
| 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 # | JUNE 8, 2013 |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 12) | |
|--|----------------------|
| | Response |
| Program Title | THE AMERICAN ATHLETE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | MONDAY 3PM |

| | |
|--|--|
| 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 AMERICAN ATHLETE" FEATURES ONE-ON-ONE INTERVIEWS WITH TODAY'S MOST RECOGNIZABLE SUPERSTAR ATHLETES. WE HEAR THE DREAMS AND GOALS OF THESE ATHLETES AS THEY TALK ABOUT THEIR LIVES AND THE HARD WORK AND DETERMINATION THAT HELPED THEM REACH THEIR GOAL OF BECOMING PROFESSIONAL ATHLETES. SEGMENTS PROMOTE SPORTSMANSHIP, LEADERSHIP, AND THE CONCEPT OF SETTING HIGH GOALS AND ACHIEVING THEM THROUGH PRACTICE, HARD WORK AND DETERMINATION. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 12) Response | |
|--|-----------------------|
| Program Title | THE REAL WINNING EDGE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | TUESDAY 3PM |
| 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. | This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends and developing a sense of purpose in his/her life all combine to help her/him stand against those influences which could hurt him/her or others. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 12) | Response |
|--|-----------------|
| Program Title | YOUNG ICONS |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | WEDNESDAY 3PM |
| 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. | THIS PROGRAM SHOWCASES WORLD-CLASS ATHLETES, ACCOMPLISHED ARTISTS, SCHOLARS, PHILANTHROPISTS AND ENTREPRENEURS ALL UNDER THE AGE OF 18. SOME OF THE STORIES HIGHLIGHTED INCLUDE: PATRICK PEDRAJA, A 14 YEAR OLD ACTOR AND PHILANTHROPIST WHO TRAVELED AMERICA RAISING CANCER AWARENESS; TURQUOISE THOMPSON WHO SPRINTED HER WAY INTO THE RECORD BOOKS AND EARNED A FULL SCHOLARSHIP TO UCLA; SISTERS MARNI & BERNI BARTA WHO CREATED KIDFLICKS, A NON-PROFIT ORGANIZATION THAT DONATES NEW AND USED DVDS TO CHILDREN'S HOSPITALS ALL ACROSS AMERICA. THESE STORIES ARE MEANT TO INSPIRE YOUNG PEOPLE TO BE SELFLESS AND TO TAKE PART IN THE LARGER COMMUNITY AROUND THEM IN SOME MEANINGFUL WAY AND TO SHOW THEM THAT THERE ARE MANY WAYS TO ACCOMPLISH THINGS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 12) | Response |
|--|----------------------|
| Program Title | PETS.TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | THURSDAY 3PM |
| 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. | "PETS.TV" EXPOSES YOUNG VIEWERS TO DIVERSE PETS ALL OVER THE WORLD, TEACHING THEM HOW DIFFERENT CULTURES ENJOY, CARE FOR, AND RESPECT ANIMALS. PETS.TV DELIVERS AN EDUCATIONAL AND INFORMATIONAL NARRATIVE THAT SUPPORTS CURRENT SOCIAL, INTELLECTUAL, AND EMOTIONAL ASPECTS OF CHILDREN. ATTRIBUTES AND ADVICE EMPHASIZED BY GUESTS INSTILL A GROUNDED BALANCE OF PRIORITIES, COMMITMENT, AND PERSEVERANCE CHILDREN CAN APPLY TO THEIR LIVES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 12) | Response |
|--|---|
| Program Title | MADE IN HOLLYWOOD: TEEN EDITION |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | FRIDAY 3PM |
| 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. | THIS PROGRAM GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3D TECHNOLOGY. BY INTRODUCING THE VIEWERS TO BEHIND-THE-SCENES FILMMAKING, IT GIVES THEM AN IDEA OF CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL, AND ARTISTIC SKILLS NEEDED IN THE MOTION PICTURE AND TELEVISION INDUSTRIES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

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

| Digital Core Program (12 of 12) | | Response |
|--|---|-----------------|
| Program Title | LIVE LIFE AND WIN | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | SATURDAY 3PM | |
| 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. | "LIVE LIFE & WIN" HAS A GOAL OF INSPIRING AND ENLIGHTENING YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE AND NUTRITION, AND HEALTH AND WELLNESS. THE SERIES PROMOTES CRITICAL THEMES SUCH AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC CHIEVEMENT, AND VOLUNTEERISM. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. | |
| 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 | RAYMOND WILSON |
| Address | 661 AZALEA ROAD |
| City | MOBILE |
| State | AL |
| Zip | 36609-1515 |
| Telephone Number | 251-602-1500 |
| Email Address | WWILSON@DEERFIELDMEDIA.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. | WPMI's reporters and anchors contribute to schools and events that help educate and raise money for children's causes. Attending several career days, one at Wilmer Elementary School and another at Craighead Elementary School are a few of the events that WPMI takes part in to help local children learn about the world beyond the walls of the school. WPMI also has a program to select one student a week to host a weather segment on Friday mornings to help promote weather awareness and education. |

Other Matters (12)

| Other Matters (1 of 12) | | Response |
|--|--|-----------------|
| Program Title | THE CHICA SHOW | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 9:00 AM | |
| 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. | Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. | |

| Other Matters (2 of 12) | | Response |
|--|--|-----------------|
| Program Title | PAJANIMALS | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | SATURDAY 9:30AM | |
| 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 four preschool aged puppets who live together in a house with their off-screen parents. Each night at bedtime the Pajanimals go through the rituals of getting ready for bed such as brushing their teeth and once tucked into bed, one of the characters brings up a problem, concern or issue. The characters then embark on an imaginary adventure to resolve whatever came up, such as shyness, making a new friend or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help the Pajanimals work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure and the Pajanimals return home confident and ready to face the issue when awake. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. | |

| Other Matters (3 of 12) | | Response |
|--------------------------------|-------------|-----------------|
| Program Title | TREE FU TOM | |

| | |
|--|---|
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 10AM |
| 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. | This program is about a young boy, Tom, who enters the enchanted and magical kingdom of Treetopolis. With his friends in Treetopolis and armed with the magic he collects when the viewer performs certain movements Tom asks them to do, he solves problems through teamwork and cooperation. The movements he asks the viewers to perform are a good way to have the viewer exercise. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |

| Other Matters (4 of 12) | |
|--|---|
| | Response |
| Program Title | JUSTIN TIME |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 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. | Justin is a little boy who wants to master his destiny, have great adventures and solve problems. The episodes begin with Justin being vexed with a problem and he daydreams himself along with his imaginary friends into an adventure which takes him to different places around the world and also provides him with an experience that helps him solve the problem when he returns home. Through the daydreams, Justin learns that it takes focus to achieve success, failure can teach what to do the next time to succeed and if one way to solve a problem doesn't work, you can find another way to get to your goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |

| Other Matters (5 of 12) | |
|--|-----------------|
| | Response |
| Program Title | LAZYTOWN |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 11AM |

| | |
|--|---|
| 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. | This program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |

Other Matters (6 of 12) Response

| | |
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| Program Title | NOODLE & DOODLE |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAY 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. | The program features creating art projects and cooking projects around a specific theme. Noodle & Doodle along with host, Sean, demonstrate step-by-step how to projects, encouraging parent engagement and often feature families working together to make something to display within the child's home. The art projects typically promote utilizing recycled materials in order to demonstrate that objects can be repurposed. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM. |

Other Matters (7 of 12) Response

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|---|----------------------|
| Program Title | THE AMERICAN ATHLETE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | MONDAY 3PM |
| Total times aired at regularly scheduled time | 13 |

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| 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 AMERICAN ATHLETE" FEATURES ONE-ON-ONE INTERVIEWS WITH TODAY'S MOST RECOGNIZABLE SUPERSTAR ATHLETES. WE HEAR THE DREAMS AND GOALS OF THESE ATHLETES AS THEY TALK ABOUT THEIR LIVES AND THE HARD WORK AND DETERMINATION THAT HELPED THEM REACH THEIR GOAL OF BECOMING PROFESSIONAL ATHLETES. SEGMENTS PROMOTE SPORTSMANSHIP, LEADERSHIP, AND THE CONCEPT OF SETTING HIGH GOALS AND ACHIEVING THEM THROUGH PRACTICE, HARD WORK AND DETERMINATION. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (8 of 12) | Response |
|--|--|
| Program Title | THE REAL WINNING EDGE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | TUESDAY 3PM |
| 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. | This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends and developing a sense of purpose in his/her life all combine to help her/him stand against those influences which could hurt him/her or others. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (9 of 12) | Response |
|---|-----------------|
| Program Title | YOUNG ICONS |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | WEDNESDAY 3PM |
| Total times aired at regularly scheduled time | 13 |

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| 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. | THIS PROGRAM SHOWCASES WORLD-CLASS ATHLETES, ACCOMPLISHED ARTISTS, SCHOLARS, PHILANTHROPISTS AND ENTREPRENEURS ALL UNDER THE AGE OF 18. SOME OF THE STORIES HIGHLIGHTED INCLUDE: PATRICK PEDRAJA, A 14 YEAR OLD ACTOR AND PHILANTHROPIST WHO TRAVELED AMERICA RAISING CANCER AWARENESS; TURQUOISE THOMPSON WHO SPRINTED HER WAY INTO THE RECORD BOOKS AND EARNED A FULL SCHOLARSHIP TO UCLA; SISTERS MARNI & BERNI BARTA WHO CREATED KIDFLICKS, A NON-PROFIT ORGANIZATION THAT DONATES NEW AND USED DVDS TO CHILDREN'S HOSPITALS ALL ACROSS AMERICA. THESE STORIES ARE MEANT TO INSPIRE YOUNG PEOPLE TO BE SELFLESS AND TO TAKE PART IN THE LARGER COMMUNITY AROUND THEM IN SOME MEANINGFUL WAY AND TO SHOW THEM THAT THERE ARE MANY WAYS TO ACCOMPLISH THINGS. THIS PROGRAM AIRS ON THE SECONDARY |

| Other Matters (10 of 12) | Response |
|--|---|
| Program Title | PETS.TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | THURSDAY 3PM |
| 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. | "PETS.TV" EXPOSES YOUNG VIEWERS TO DIVERSE PETS ALL OVER THE WORLD, TEACHING THEM HOW DIFFERENT CULTURES ENJOY, CARE FOR, AND RESPECT ANIMALS. PETS.TV DELIVERS AN EDUCATIONAL AND INFORMATIONAL NARRATIVE THAT SUPPORTS CURRENT SOCIAL, INTELLECTUAL, AND EMOTIONAL ASPECTS OF CHILDREN. ATTRIBUTES AND ADVICE EMPHASIZED BY GUESTS INSTILL A GROUNDED BALANCE OF PRIORITIES, COMMITMENT, AND PERSEVERANCE CHILDREN CAN APPLY TO THEIR LIVES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

| Other Matters (11 of 12) | Response |
|--|---------------------------------|
| Program Title | MADE IN HOLLYWOOD: TEEN EDITION |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | FRIDAY 3PM |

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| 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. | THIS PROGRAM GIVES YOUNG VIEWERS AN INSIDE LOOK AT HOW THEIR FAVORITE SHOWS AND MOVIES ARE MADE. PROGRAM TOPICS INCLUDE SUBJECTS SUCH AS ANIMATION, PRODUCING AND DIRECTING, COSTUME DESIGN, CASTING AND 3D TECHNOLOGY. BY INTRODUCING THE VIEWERS TO BEHIND-THE-SCENES FILMMAKING, IT GIVES THEM AN IDEA OF CAREER OPPORTUNITIES FOCUSING ON THE CREATIVE, TECHNICAL, AND ARTISTIC SKILLS NEEDED IN THE MOTION PICTURE AND TELEVISION INDUSTRIES. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL |

| Other Matters (12 of 12) | |
|--|---|
| | Response |
| Program Title | LIVE LIFE AND WIN |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAY 3PM |
| 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. | "LIVE LIFE & WIN" HAS A GOAL OF INSPIRING AND ENLIGHTENING YOUNG VIEWERS WITH INSPIRATIONAL TEEN SUCCESS STORIES AS WELL AS SEGMENTS FOCUSING ON THE ARTS, SCHOOL AND SPORTS, EXERCISE AND NUTRITION, AND HEALTH AND WELLNESS. THE SERIES PROMOTES CRITICAL THEMES SUCH AS SOCIAL RESPONSIBILITY, PERSEVERANCE, LEADERSHIP, ACADEMIC CHIEVEMENT, AND VOLUNTEERISM. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2. |

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>DEERFIELD MEDIA (MOBILE) LICENSEE, LLC</p> |

Attachments

No Attachments.