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# Children's Television Programming Report

FRN: **0001749688** | File Number: **CPR-125225** | Submit Date: **10/10/2011** | Call Sign: **WVUA** | Facility ID: **77496** | City:  
**TUSCALOOSA** | State: **AL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/10/2011** | Filing Status: **Active**

Report reflects information for : Third Quarter of 2011

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant  
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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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	Thistv
	Nielsen DMA	Birmingham
	Web Home Page Address	www.wvuatv.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	6.0
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:	6.0
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(11)

Digital Core Program (1 of 11)		Response
Program Title	Edgemont	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Monday through Friday at 8:30 AM July and August	
Total times aired at regularly scheduled time	44	
Total times aired	44	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	0	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series provides vivid representations of age-relevant dilemmas along with solid information on how they can be handled. Research has demonstrated that the program offers a springboard for discussions in which youth could raise questions, clarify their thoughts and feelings, or also reflect on their identifications with the way the characters in the episodes addressed their problems.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 11)		Response
Program Title	B In Tune	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Friday 8 AM	
Total times aired at regularly scheduled time	11	
Total times aired	11	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A program that educates and inspires its audience to "Be in tune and stay in tune" in all aspects of their life using music as a positive medium in reaching their goals. Guests share personal and behind the scenes experiences of how music has enriched their lives and made the journey remarkable. Each segment of the show delivers an educational and informational message that supports current social, intellectual and emotional aspects of children 13 and up. Attributes and advice emphasized by the hosts and their guests instill a grounded balance of priorities, commitment and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 11)	Response
Program Title	Eyewitness Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 12:30 Through Sept 9, Saturday at 4:30 PM started Sept 10.
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program meets the needs of children whose curiosity about their world is motivated by the information explosion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 11)	Response
Program Title	The Busy World of Richard Scarry
Origination	Network
Days/Times Program Regularly Scheduled	Tuesday 8 AM through Sept 16, Saturdays and 1:30 PM and 2 pm astarted Sept 17
Total times aired at regularly scheduled time	15

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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is an entertaining educational preschool animated television show that teaches kids how things work in a town and around the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 11)	Response
Program Title	Made in Hollywood Teen
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays at 8 AM until Sept 17
Total times aired at regularly scheduled time	11
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.	Made in Hollywood Teen targets 13 - 16 year old with segments ranging from coverage of animation, producing & directing to costume design, casting and composing, in the entertainment business.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 11)	Response
Program Title	Pets TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday noon trough Sept 4. At 5 PM saturdays starting Sept 10

Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pets.TV is a television program that provides educational and informational segments exposing the target audience of young viewers to everything Pets. The upbeat contemporary presentation relates the animals to the viewer's lives and interests. Pets from everyday to the unique are showcased with educational information that shares how they evolved to become pets and their geographic origins. Professionals answer questions from pet lovers and share personal experiences. In these segments the excitement and love of working with pets is expressed. The motivational and inspirational message of each guest is entertaining and empowers audiences of all ages to pursue more information and education about everything pets. Each segment of Pets.TV 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, commitment, and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 11)		Response
Program Title		Green Screen Adventures
Origination		Network
Days/Times Program Regularly Scheduled		Monday 8 AM through Sept 12, Saturdays at 12:30 PM starting 17 Sept.
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures (GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA 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 11)                      Response	
Program Title	Busytown Mysteries
Origination	Syndicated
Days/Times Program Regularly Scheduled	Weds 8 AM trthough Sept 13, Saturdays at 1 PM started Sept 17.
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author, Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally, and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
Program Title	Country Mouse City Mouse
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday 8 AM July and August only
Total times aired at regularly scheduled time	9
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 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 11)	Response
Program Title	Dance Revolution
Origination	Syndicated
Days/Times Program Regularly Scheduled	Started Sept 17 at 3 PM
Total times aired at regularly scheduled time	2
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	10 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>"Get vertical!" That is the mantra of our host, D.J. Rick, as he encourages young viewers to get up and dance along with the contestants on Dance Revolution. The program combines the teaching of new dance steps (to both on-stage contestants and home viewers) with intense competition as pairs of young dancers - much like themselves - vie to become Dance Revolution champions. We use the proven appeal of a talent competition both to engage viewers and keep them coming back to see which of the dance teams will be victorious over the course of a 13-week period. We further exploit the competitive structure as a device that requires the learning of and encourages the practice of new dance steps each week. In short, we use the attraction of one of today's most popular pop-culture art forms (Hip-hop dance) to increase young viewers' physical activity and help improve their health. In each episode, an attractive dance instructor demonstrates a series of new and demanding Hip-hop dance steps, challenging each pair of contestants to incorporate those moves into their own dance routine. During the portrayal of the demonstration of the new steps, the competitors practicing of those steps, and the dance competition itself, viewers are encouraged to participate in the action by learning the steps and getting up and dancing along with the contestants. Frequent comments by both the program host and by the dance instructor are designed to engage viewers in the activity. In addition, by incorporating techniques such as split screens, pop-up screens, and rolling text messages, dance is associated with exercise and good health throughout the program, and viewers are continually encouraged to get up and dance. (It should be noted that Hip-hop demands a great deal of energy, endurance, and skill to master ... an ideal device to engage young viewers in relatively vigorous physical activity). Both on-screen talent and pop-up screens promote participation in dance by linking it to various other sports (i.e., via improved balance, coordination, timing), to good health, and to increased energy and attractiveness. Episodes also include occasional references to historical and cultural facts related to dance. Indeed, anything that makes dance attractive, thus encourages young viewers to get up and move, is considered fair game.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 11)</b>	<b>Response</b>
Program Title	Cake
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 2:30
Total times aired at regularly scheduled time	2
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Cake, a dynamic young adolescent who has never seen a glue-gun she didn't like, lives by the motto that "You can't buy individuality, but you can make it." She revels in recycling cast-offs, used up clothing and accessories, and just plain "stuff" into highly creative and individualized expressions of fashion and personality. Cake is joined by two peers, Benjamin and Miracle, as they discuss their respective lives, problems, hopes and aspirations while producing a weekly "do-it-yourself" local access TV program for kids. Each week, personal events in our characters live provide Cake and her friends with inspiration for a new creative project. These range from how to transform an old purse into something new and unique, through the manufacture of personalized soap, individualized garden stepping-stones (the perfect gift for family members who garden!), or one-of-a-kind carrying cases, to the reinvention of second-hand clothes into high fashion originals. Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries...in short, the array of issues that most young adolescents confront on an almost daily basis. The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions. Amy, as the youngest, frequently asks the kinds of questions that enable Cake, Miracle, and/or Benjamin to engage in some pretty straightforward prosocial teaching - helping her with everything from the meaning of a current verbal expression, to how to deal with the fact that her mother won't let her get her ears pierced. Cake and her crew consistently model mutual respect and admiration, supportiveness, and the ability to engage in the kinds of cooperative give-and-take necessary for the successful functioning of almost any group. Much of Cake's and her friends' cooperative effort in each episode is directed toward conceptualizing and producing their weekly TV show, the aim of which is to teach pre-adolescents how to express their own originality and creativity through variety of different handicraft projects. To this end, each week the cast assembles the necessary components for each craft, then produces a step-by-step demonstration of how the elements can be assembled. The characters in Cake and the lessons they teach encourage individuality, creativity, and just plain having fun, as they provide young viewers with a platform for self expression and self-confidence as they promote new ways to express creativity and model highly successful, positive social relationships.</p>
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	Roy Clem
Address	Box 870172
City	Tuscaloosa
State	AL
Zip	35487
Telephone Number	205-348-8625
Email Address	rclem@wvuatv.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 (0)**

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>University of Alabama</b></p>

**Attachments**

No Attachments.