



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002538445** | File Number: **CPR-127916** | Submit Date: **01/19/2012** | Call Sign: **WXII-TV** | Facility ID: **53921** | City:
WINSTON-SALEM | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/19/2012 | Filing Status: **Active**

Report reflects information for : Fourth 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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

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, THIS TV |
| | Nielsen DMA | Greensboro-High Pt-W /Salem |
| | Web Home Page Address | www.wxii12.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 | 4.0 |
| 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: | 7.0 |
| 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(14)

| Digital Core Program (1 of 14) | Response |
|--|--|
| Program Title | Turbo Dogs |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:00am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 14 |
| 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 | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Turbo Dogs is an animated show based on the book (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. |
| 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 | Turbo Dogs |
| List date and time rescheduled | 11/26/11 1:30pm |
| Is the rescheduled date the second home? | Yes |

| | |
|--|------------------|
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-11-19 |
| Episode # | 11/19/11 #TDO126 |
| Reason for Preemption | Sports |

| Digital Core Program (2 of 14) | Response |
|--|--|
| Program Title | Shelldon |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:30am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 14 |
| 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 | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk who was adopted by the Clam family, and now lives with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection. |

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|---|-----|
| 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 | Shelldon |
| List date and time rescheduled | 11/26/11 2:00pm |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-11-19 |
| Episode # | 11/19/11 #SHL010 |
| Reason for Preemption | Sports |

| Digital Core Program (3 of 14) | Response |
|--|----------------------------|
| Program Title | Magic School Bus |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 11:00am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |

| | |
|--|---|
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. |
| 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 | Magic School Bus |
| List date and time rescheduled | N/A |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | 2011-11-19 |
| Episode # | 11/19/11 #MSB413 |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 14) | Response |
|---|----------------------------|
| Program Title | Babar |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 11:30am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 1 |

| | |
|--|---|
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples' privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends, or family members. |
| 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 | Babar |
| List date and time rescheduled | N/A |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | 2011-11-19 |
| Episode # | 11/19/11 #BAR205 |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 14) | Response |
|---|----------------------------|
| Program Title | Willa's Wild Life |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 12:00pm (Main Digital) |
| Total times aired at regularly scheduled time | 13 |

| | |
|--|---|
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Willa is a new animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. |
| 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 | Willa's Wild Life |
| List date and time rescheduled | N/A |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | 2011-11-19 |
| Episode # | 11/19/11 #WIL012 |
| Reason for Preemption | Sports |

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|--------------------------------|----------|
| Digital Core Program (6 of 14) | Response |
|--------------------------------|----------|

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|--|---|
| Program Title | Pearlie |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 12:30pm (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6-10 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fair Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |
| 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 | Pearlie |

| | |
|--|------------------|
| List date and time rescheduled | N/A |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | 2011-11-16 |
| Episode # | 11/16/11 #PEA107 |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 14) | | Response |
|--|---|----------|
| Program Title | Teen Kids News | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Sat 1:00pm (Main Digital) | |
| Total times aired at regularly scheduled time | 11 | |
| Total times aired | 14 | |
| 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 | 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 focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team will be unique in television and have a great appeal to kids who will identify with and emulate them. This program will serve the audience in a way that will make a difference in their lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news that is not currently available on network television. Emphasis is on diversity and experience to develop a cast of engaging and intelligent African-American, Hispanic, Asian, and Caucasian male and female child actors who interact with each other and connect to the viewers.</p> | |

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|---|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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Digital Preemption Programs #1

| Questions | Response |
|--|------------------|
| Title of Program | Teen Kids News |
| List date and time rescheduled | 11/20/11 11:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-11-19 |
| Episode # | 11/19/11 #910 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|-----------------|
| Title of Program | Teen Kids News |
| List date and time rescheduled | 12/4/11 11:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-12-03 |
| Episode # | 12/3/11 #912 |
| Reason for Preemption | Sports |

Digital Preemption Programs #3

| Questions | Response |
|--|------------------|
| Title of Program | Teen Kids News |
| List date and time rescheduled | 10/16/11 11:30am |
| Is the rescheduled date the second home? | Yes |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2011-10-15 |
| Episode # | 10/15/11 #905 |
| Reason for Preemption | Sports |

| Digital Core Program (8 of 14) | Response |
|--------------------------------|-------------------------|
| Program Title | Green Screen Adventures |

| | |
|---|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:00am (THIS TV) |
| Total times aired at regularly scheduled time | 14 |
| 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 sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theater. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C's - curiosity, confidence, citizenship, compassion, as well as the three "R"s. (Multicast) |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 14) | | Response |
|--|--|-----------------------|
| Program Title | | Busytown Mysteries |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Sat 10:30am (THIS TV) |
| Total times aired at regularly scheduled time | | 14 |
| 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 | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery. (Multicast) |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 14) | Response |
|--|--|
| Program Title | The Busy World of Richard Scarry |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 11:00am/Sat 11:30am (THIS TV) |
| Total times aired at regularly scheduled time | 28 |
| 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. | This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. (Multicast) |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 14) | Response |
|---------------------------------|------------|
| Program Title | Dino Squad |

| | |
|--|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 12:00pm/12:30pm (THIS TV) |
| Total times aired at regularly scheduled time | 28 |
| 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 | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half-dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done. (Multicast) |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (12 of 14) | | Response |
|--|--|-----------------------|
| Program Title | | Doodlebops RRS |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Sun 10:00am (THIS TV) |
| 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. | Together, kids' favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure! (Multicast) |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (13 of 14) Response | |
|--|-----------------------|
| Program Title | Doodlebops |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sun 10:30am (THIS TV) |
| 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 |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories. (Multicast) |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (14 of 14) | Response |
|--|--------------------------|
| Program Title | Liberty's Kids |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Mon-Fri 9:30am (THIS TV) |
| Total times aired at regularly scheduled time | 65 |
| 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 12 years |

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|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>This exciting series thrusts the viewer into the dramatic fray of the War of Independence, as seen through the eyes of two kids who've been taken in and given jobs as roving reporters by the Renaissance man of the Revolution, Ben Franklin. British teen Sarah sees both sides of the war and doesn't like either, while American teen Gregory is a passionate defender of freedom and liberty. French orphan Henri, who's also taken in by Ben, may be younger than his new "big brother" and "big sister," but he often sees most clearly. The series is packed with action, yet it confronts moral decisions head on. It's not concerned with the politics of history, but uses the drama of the events as a backdrop for the conflicts faced by its protagonists. (Multicast)</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 | Lisa Eldridge |
| Address | 700 Coliseum Drive |
| City | Winston-Salem |
| State | NC |
| Zip | 27106 |
| Telephone Number | 336-703-6313 |
| Email Address | leldridge@hearst.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. | Compliance with website rules are checked weekly. "The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information in connection with the on-air public service announcements. Content includes: video of all current PSA's, a general campaign overview, message boards, press releases, kid's pages and referral information by topic to partnering agencies referenced in the PSA's. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. This report was amended and refiled on 01/19/2012 to correct errors in calculating hours in Question 8(b). |

Other Matters (14)

| Other Matters (1 of 14) | Response |
|--|--|
| Program Title | Turbo Dogs |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:00am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Turbo Dogs is an animated show based on the book (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. |

| Other Matters (2 of 14) | Response |
|---|----------------------------|
| Program Title | Shelldon |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:30am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |

| | |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk who was adopted by the Clam family, and now lives with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldon's also live at the inn. Shelldon and his buddies Herman (a Hermit crab) and Connie always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant socio-emotional lesson and also share information relating to their ocean habitat and environmental protection. |
|--|--|

| Other Matters (3 of 14) | Response |
|--|---|
| Program Title | Magic School Bus |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 11:00am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. |

| Other Matters (4 of 14) | Response |
|---|----------------------------|
| Program Title | Babar |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 11:30am (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |

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| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting peoples' privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends, or family members. |

| Other Matters (5 of 14) | Response |
|--|---|
| Program Title | Willa's Wild Life |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 12:00pm (Main Digital) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Willa is a new animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. |

| Other Matters (6 of 14) | Response |
|--|----------------------------|
| Program Title | Pearlie |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 12:30pm (Main Digital) |

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|--|---|
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10 year-old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fair Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Parlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. |

| Other Matters (7 of 14) | Response |
|--|--|
| Program Title | Teen Kids News |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat 1:00pm (Main Digital) |
| 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 focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team will be unique in television and have a great appeal to kids who will identify with and emulate them. This program will serve the audience in a way that will make a difference in their lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news that is not currently available on network television. Emphasis is on diversity and experience to develop a cast of engaging and intelligent African-American, Hispanic, Asian, and Caucasian male and female child actors who interact with each other and connect to the viewers. |

| Other Matters (8 of 14) | Response |
|-------------------------|-------------------------|
| Program Title | Green Screen Adventures |

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|---|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:00am (THIS TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C's - curiosity, confidence, citizenship, compassion, as well as the three "R"s. |

| Other Matters (9 of 14) | Response |
|---|--|
| Program Title | Busytown Mysteries |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 10:30am (THIS TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery. (Multicast) |

| Other Matters (10 of 14) | Response |
|--|----------------------------------|
| Program Title | The Busy World of Richard Scarry |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 11:00am/11:30am (THIS TV) |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 5 years |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile. (Multicast) |
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| Other Matters (11 of 14) | Response |
|--|--|
| Program Title | Dino Squad |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sat 12:00pm/12:30pm (THIS TV) |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done. (Multicast) |

| Other Matters (12 of 14) | Response |
|--|--|
| Program Title | Doodlebops RRS |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sun 10:00am (THIS TV) |
| 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. | Together, kids' favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure! (Multicast) |

| Other Matters (13 of 14) | Response |
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|---|--|
| Program Title | Doodlebops |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sun 10:30am (THIS TV) |
| 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 Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories. (Multicast) |

| Other Matters (14 of 14) | Response |
|--|---|
| Program Title | Liberty's Kids |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Mon-Fri 9:30am (THIS TV) |
| Total times aired at regularly scheduled time | 65 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This exciting series thrusts the viewer into the dramatic fray of the War of Independence, as seen through the eyes of two kids who've been taken in and given jobs as roving reporters by the Renaissance man of the Revolution, Ben Franklin. British teen Sarah sees both sides of the war and doesn't like either, while American teen Gregory is a passionate defender of freedom and liberty. French orphan Henri, who's also taken in by Ben, may be younger than his new "big brother" and "big sister", but he often sees most clearly. The series is packed with action, yet it confronts moral decisions head on. It's not concerned with the politics of history, but uses the drama of the events as a backdrop for the conflicts faced by its protagonists. (Multicast) |

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>WXII Hearst Television Inc.</p> |

Attachments

No Attachments.