



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0024819377** | File Number: **CPR-143944** | Submit Date: **07/09/2013** | Call Sign: **WBGT-CD** | Facility ID: **10318** |

City: **ROCHESTER** | State: **NY**

Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/09/2013** |

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 | My Net |
| | Nielsen DMA | Rochester NY |
| | Web Home Page Address | www.wbgttv.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 | |
| 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 | |
| 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: | |
| 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? | |
| 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? | |

Digital Core Programs(8)

| Digital Core Program (1 of 8) | Response |
|--|--|
| Program Title | Swap TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat/7:30a (4/6-6/29/13) |
| 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. | "SWAP TV" is a weekly half-hour television series about two teenagers from different backgrounds "swapping" lives for a weekend. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 8) | Response |
|---|----------------------|
| Program Title | Real Winning Edge |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat/8a (4/6-6/29/13) |
| Total times aired at regularly scheduled time | 13 |

| | |
|--|---|
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "The Real Winning Edge" highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that young teens are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 8) | | Response |
|--|--------------------------|----------|
| Program Title | Animal Atlas | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Sat/8:30am (4/6-6/29/13) | |
| 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. | "Animal Atlas" continues its long series life by using technology to consistently improve the essential visual component of the episodes. The high definition video of the arresting animals and animal elements is well used to engage viewers and lead them through a sequence of valued and meaningful insights. One of the series strengths continues to be that it does not just present a list of animal facts but links a wide variety of information into sequences that make knowledge of the animal kingdom both simpler and easier to remember. The interstitial quizzes have become not just summaries of previous information but a lead-in to the next organized sequence of information. The tone of credited narrator Eric Schwartz is perfect for the target group of 13-16 year-olds. It is non-professorial and faux flip-again, ideal for the target mindset of selfconfident adolescence. Yet the vocabulary is rich. It presumes the understanding of the words like "behemoth" and "adaptation" but gives enough context to add that word to young viewers' vocabulary without getting pedantic. Great information in a rich visual context. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (4 of 8) | | Response |
|--|--|----------|
| Program Title | Animal Rescue | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Sat/9am (4/6-6/29/13) | |
| 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. | "Animal Rescue" furthers the educational and informational needs of young teens with its programming content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values. | |

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

| Digital Core Program (5 of 8) | Response |
|--|--|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat/9:30am (4/6-6/29/13) |
| 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. | "Dog Tales" serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 8) | Response |
|--|------------------------|
| Program Title | Students First |
| Origination | Local |
| Days/Times Program Regularly Scheduled | Sat/10am (4/6-6/29/13) |

| | |
|--|---|
| 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 | 60 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 Rochester City School presents a STUDENT ANCHORED news program covering developments in the district, along with interviews of school board members, teachers, administrators and other staff. The station will also broadcast informational videos on the district's ongoing educational programs. All programming is produced by the City School District's TV Production Studio. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (7 of 8) | Response |
|--|--|
| Program Title | Missing |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun/1pm (4/7-6/30/13) |
| 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. | "Missing" includes safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| | |
|-------------------------------|----------|
| Digital Core Program (8 of 8) | Response |
|-------------------------------|----------|

| | |
|--|--|
| Program Title | The Outdoorsman with Buck McNeely |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun/ 2:30p (4/7-6/30/13) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | <p>The Outdoorsman is a blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & people of all ages about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. The series is hosted by Outdoorsman International founder BUCK McNEELY. An international adventurer, dedicated conservationist and game management proponent, Buck promotes the enjoyment of the great outdoors for kids of all ages. THE OUTDOORSMAN has been shot on location world wide in places like: New Zealand, Argentina, Namibia, Siberia, Brazil, Botswana, Mexico, South Africa, Alaska, Iceland, Costa Rica, Canada, New Foundland, Zimbabwe & the USA. Celebrity guests from the world of sports, literature, politics and entertainment have appeared on the program. The series includes aims to give people of all ages motivation and inspiration to enjoy the great outdoors and follow their dreams of travel, adventure and exploration. To also teach people the key role sportsmen & women play in this countries overall game management & habitat programs.</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 | Jennifer L Mattison |
| Address | 33 E Market St |
| City | Corning |
| State | NY |
| Zip | 14830 |
| Telephone Number | 607-937-5000 |
| Email Address | jmattison@wydctv.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 (8)

| Other Matters (1 of 8) | Response |
|--|--|
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| Origination | Syndicated |
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| Other Matters (2 of 8) | Response |
|--|---|
| Program Title | Real Winning Edge |
| Origination | Syndicated |
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| Other Matters (3 of 8) | Response |
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| Other Matters (5 of 8) | Response |
|--|--------------------------|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sat/9:30am (7/6-9/28/13) |

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| Other Matters (7 of 8) | Response |
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| Program Title | Missing |
| Origination | Syndicated |
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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. | "Missing" includes safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children. |

| Other Matters (8 of 8) | Response |
|------------------------|-----------------------------------|
| Program Title | The Outdoorsman with Buck McNeely |

| | |
|--|--|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sun/ 2:30p (7/7-9/29/13) |
| 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. | <p>The Outdoorsman is a blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & people of all ages about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. The series is hosted by Outdoorsman International founder BUCK McNEELY. An international adventurer, dedicated conservationist and game management proponent, Buck promotes the enjoyment of the great outdoors for kids of all ages. THE OUTDOORSMAN has been shot on location world wide in places like: New Zealand, Argentina, Namibia, Siberia, Brazil, Botswana, Mexico, South Africa, Alaska, Iceland, Costa Rica, Canada, New Foundland, Zimbabwe & the USA. Celebrity guests from the world of sports, literature, politics and entertainment have appeared on the program. The series includes aims to give people of all ages motivation and inspiration to enjoy the great outdoors and follow their dreams of travel, adventure and exploration. To also teach people the key role sportsmen & women play in this countries overall game management & habitat programs.</p> |

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>WBGT, LLC</p> |

Attachments

No Attachments.