



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0019682483** | File Number: **CPR-124547** | Submit Date: **10/07/2011** | Call Sign: **WMLW-TV** | Facility ID: **68545**  
City: **RACINE** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/07/2011** | Filing Status: **Active**

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## 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 |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**Children's  
Television  
Information**

| Section      | Question              | Response              |
|--------------|-----------------------|-----------------------|
| Station Type | Station Type          | Independent           |
|              | Affiliated network    |                       |
|              | Nielsen DMA           | Milwaukee             |
|              | Web Home Page Address | www.metvmilwaukee.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  | IN THE ZONE PRESENTS (49.1)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,7-7:30A  |
| Total times aired at regularly scheduled time  | 12   |
| Total times aired  | 12   |
| 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   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Earvin "Magic" Johnson [retired Los Angeles Lakers point guard] along with his friends [Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, Jimmy Connors, Mike Schmidt and many more] teach kids of all ages the importance of conditioning, exercise, nutrition and education, both on and off the court. The show will feature all sports not just basketball. In the Zone Presents shows kids that with dedication and the right attitude, they have the ability to make a difference. |
| 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   | IN THE ZONE PRESENTS (49.1) |
| List date and time rescheduled   | **October 2, 2011 at 7:30am |
| Is the rescheduled date the second home?   | No                          |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                         |
| Date Preempted   |                             |
| Episode #  | September 24, 2011          |
| Reason for Preemption  | Other                       |

**Digital Core Program (2 of 12)**

**Response**

|  |  |
|--|--|
| Program Title  | JACK HANNA'S ANIMAL ADVENTURES (49.1)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,7:30-8A  |
| Total times aired at regularly scheduled time  | 14   |
| 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. | EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (3 of 12)   | Response  |
|--|---|
| Program Title  | GREENSCREEN ADVENTURES (49.1)   |
| Origination  | Local   |
| Days/Times Program Regularly Scheduled   | SAT,8-8:30A   |
| 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   | 7 years to 9 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | GREENSCREENADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (4 of 12) | Response                      |
|--------------------------------|-------------------------------|
| Program Title                  | GREENSCREEN ADVENTURES (49.1) |

|  |  |
|--|--|
| Origination  | Local  |
| Days/Times Program Regularly Scheduled   | SAT,8:30-9A  |
| 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 9 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | GREENSCREENADVENTURESTEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (5 of 12)   | Response   |
|--|--|
| Program Title  | JACK HANNA'S ANIMAL ADVENTURES (49.1)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,9-9:30A  |
| 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. | EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (6 of 12) | Response                              |
|--------------------------------|---------------------------------------|
| Program Title                  | JACK HANNA'S ANIMAL ADVENTURES (49.1) |
| Origination                    | Syndicated                            |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | SAT,9:30-10A   |
| 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. | EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

**Digital Core Program (7 of 12)**

**Response**

|  |                         |
|--|-------------------------|
| Program Title                                      | MAGIC SCHOOL BUS (49.4) |
| Origination  | Syndicated              |
| Days/Times Program Regularly Scheduled             | SAT,7-7:30A             |
| 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                       | 6 years to 8 years      |



|  |   |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Based on the popular books by Joanna Cole and Bruce Degen, this television series combines fantasy with science education. Via her magical transforming school bus, Ms. Frizzle takes her curious and often doubting class "into" the natural and scientific worlds. Through their many science lessons, Arnold, Ralphie, Wanda, and the rest of the class travel to outer space, under the sea, and even go through Ralphie's digestive system. Lily Tomlin marvelously captures the energy and mystery of Ms. Frizzle as she was characterized in the Magic School Bus books. The Magic School Bus appeals to children of various ages, as the colorful animation and silly antics of Liz and the bus entertain preschoolers, whilst older children enjoy learning how things work from the inside out. |
| 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 (49.4)   |
| List date and time rescheduled   | October 9, 2011 at 8:30am |
| Is the rescheduled date the second home?   | No                        |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                       |
| Date Preempted   |                           |
| Episode #  | September 24, 2011        |
| Reason for Preemption  | Other                     |

| Digital Core Program (8 of 12)                     | Response           |
|--|--------------------|
| Program Title                                      | BABAR (49.4)       |
| Origination  | Syndicated         |
| Days/Times Program Regularly Scheduled             | SAT,7:30-8A        |
| Total times aired at regularly scheduled time      | 13                 |
| 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                       | 4 years to 8 years |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Babar stars a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family overcome many challenges through their strength and optimism. |
| 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  | TURBO DOGS (49.4)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,8-8:30A  |
| Total times aired at regularly scheduled time  | 13   |
| 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   | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Canine buddies Dash, Mags, Strut, GT, Stinkbert and Clutch learn lessons in friendship, fair play and teamwork as they pull together to protect their reputations as the fastest dogs in Racerville in the animated series adapted from Bob Kolar's picture book "Racer Dogs". |
| 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                                 | SHELLDON (49.4) |
| Origination                                   | Syndicated      |
| Days/Times Program Regularly Scheduled        | SUN,7-7:30A     |
| 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   | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Sheldon" is an animated series about a school aged yoka shell mollusk, Sheldon, who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Sheldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. |
| 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 (49.4)        |
| List date and time rescheduled   | October 9, 2011 at 9am |
| Is the rescheduled date the second home?   | No                     |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                    |
| Date Preempted   |                        |
| Episode #  | September 11, 2011     |
| Reason for Preemption  | Non-breaking News      |

| Digital Core Program (11 of 12) | Response                 |
|---------------------------------|--------------------------|
| Program Title                   | WILLA'S WILD LIFE (49.4) |
| Origination                     | Syndicated               |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | SUN,7:30-8A  |
| 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   | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Willa's Wild Life" is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who finds herself in comic predicaments. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. |
| 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 (49.4)   |
| List date and time rescheduled   | September 11, 2011 at 11am |
| Is the rescheduled date the second home?   | No                         |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                        |
| Date Preempted   |                            |
| Episode #  | September 11, 2011         |
| Reason for Preemption  | Non-breaking News          |

| Digital Core Program (12 of 12) |                | Response |
|---------------------------------|----------------|----------|
| Program Title                   | PEARLIE (49.4) |          |
| Origination                     | Syndicated     |          |

|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | SUN,8-8:30A  |
| 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   | 6 years to 10 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | It's magic in the city with Pearlie the park fairy! Pearlie is an animated comedy about a fashionable young urban fairy in charge of Jubilee Park, a park in the centre of a bustling big city. The series is based on the top-selling children's book series "Pearlie the Park Fairy" by legendary. More Australian comedian, author and radio personality Wendy Harmer. Aimed at kids aged 6-10 years, the series makes fun of fairy tale conventions while putting a contemporary and urban spin on the fairy genre. With plenty of witty dialogue, outrageous characters and gorgeous design, Pearlie will delight fans of the books but also attract a new audience to its imaginative world. In the show, Pearlie is put in charge of the park by Fairy Headquarters (HQ) after graduation from Fairy School. While doing her job, Pearlie must keep out of sight as the one rule for all magical creatures is they can't be seen by humans. |
| 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 (49.4)                |
| List date and time rescheduled   | September 11, 2011 at 11:30am |
| Is the rescheduled date the second home?   | No                            |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                           |

|                       |                    |
|-----------------------|--------------------|
| Date Preempted        |                    |
| Episode #             | September 11, 2011 |
| Reason for Preemption | Non-breaking News  |

**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  | CHRISTINE GROTELUESCHEN  |
| Address   | 809 S. 60TH STREET   |
| City  | MILWAUKEE  |
| State   | WI   |
| Zip   | 53214  |
| Telephone Number  | 414-607-8120   |
| Email Address   | CGROTELUESCHEN@CBS58.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. | On September 11th, Telemundo aired live coverage of the anniversary of 9/11 during e/i programming. The Network rescheduled Willa and Pearlie for 11 and 11:30a that same day. Shelldon was to be rescheduled at the local level. It will air 10/9 at 9am. On September 24th, maintenance at our transmitter site interrupted e/i programming from 7-7:20am. In the Zone was contractually not available to us after 9/24, therefore an additional episode of Jack Hana's Animal Adventures aired on 10/2 at 7:30am. The Magic School Bus is scheduled for 10/9/11 at 8:30am |

**Other Matters (12)**

| <b>Other Matters (1 of 12)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | JACK HANNA'S ANIMAL ADVENTURES (49.1)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,7-7:30A  |
| Total times aired at regularly scheduled time  | 14   |
| 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. | EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY. |

| <b>Other Matters (2 of 12)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | JACK HANNA'S ANIMAL ADVENTURES (49.1)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,7:30-8A  |
| Total times aired at regularly scheduled time  | 14   |
| 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. | EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY. |

| <b>Other Matters (3 of 12)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | GREENSCREEN ADVENTURES (49.1)  |
| Origination  | Local  |
| Days/Times Program Regularly Scheduled   | SAT,8-8:30A  |
| Total times aired at regularly scheduled time  | 14   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 7 years to 9 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM. |

| <b>Other Matters (4 of 12)</b>         | <b>Response</b>               |
|--|-------------------------------|
| Program Title                          | GREENSCREEN ADVENTURES (49.1) |
| Origination                            | Local                         |
| Days/Times Program Regularly Scheduled | SAT,8:30-9A                   |

|  |  |
|--|--|
| Total times aired at regularly scheduled time  | 14   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 7 years to 9 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING, AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM. |

| <b>Other Matters (5 of 12) Response</b> |  |
|---|--|
|---|--|

|   |                      |
|---|----------------------|
| Program Title                                 | MAD ABOUT (49.1)     |
| Origination                                   | Syndicated           |
| Days/Times Program Regularly Scheduled        | SAT,9-9:30A          |
| Total times aired at regularly scheduled time | 14                   |
| 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. | a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. M@dAbout conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. |
|--|---|

| <b>Other Matters (6 of 12) Response</b> |  |
|---|--|
|---|--|

|   |                  |
|---|------------------|
| Program Title                                 | MAD ABOUT (49.1) |
| Origination                                   | Syndicated       |
| Days/Times Program Regularly Scheduled        | SAT,9:30-10A     |
| Total times aired at regularly scheduled time | 14               |
| 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. a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. M@dAbout conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.

**Other Matters (7 of 12)**

**Response**

Program Title THE MAGIC SCHOOL BUS (49.4)

Origination Syndicated

Days/Times Program Regularly Scheduled SAT,7-7:30A

Total times aired at regularly scheduled time 14

Length of Program 30 mins

Age of Target Child Audience from 6 years to 9 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Based on the popular books by Joanna Cole and Bruce Degen, this television series combines fantasy with science education. Via her magical transforming school bus, Ms. Frizzle takes her curious and often doubting class "into" the natural and scientific worlds. Through their many science lessons, Arnold, Ralphie, Wanda, and the rest of the class travel to outer space, under the sea, and even go through Ralphie's digestive system. Lily Tomlin marvelously captures the energy and mystery of Ms. Frizzle as she was characterized in the Magic School Bus books. The Magic School Bus appeals to children of various ages, as the colorful animation and silly antics of Liz and the bus entertain preschoolers, whilst older children enjoy learning how things work from the inside out.

**Other Matters (8 of 12)**

**Response**

Program Title BABAR (49.4)

Origination Syndicated

Days/Times Program Regularly Scheduled SAT,7:30-8A

Total times aired at regularly scheduled time 14

Length of Program 30 mins

|  |  |
|--|--|
| Age of Target Child Audience from  | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Babar stars a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned king of the elephants. A dedicated ruler and father, Babar and his family overcome many challenges through their strength and optimism. |

| Other Matters (9 of 12) | Response |
|-------------------------|----------|
|-------------------------|----------|

|  |  |
|--|--|
| Program Title  | TURBO DOGS (49.4)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT,8-8:30A  |
| Total times aired at regularly scheduled time  | 14   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Canine buddies Dash, Mags, Strut, GT, Stinkbert and Clutch learn lessons in friendship, fair play and teamwork as they pull together to protect their reputations as the fastest dogs in Racerville in the animated series adapted from Bob Kolar's picture book "Racer Dogs". |

| Other Matters (10 of 12) | Response |
|--------------------------|----------|
|--------------------------|----------|

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|--|---|
| Program Title  | SHELLDON(49.4)  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | SUN,7-7:30A   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 4 years to 8 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Shelldon" is an animated series about a school aged yoka shell mollusk, Shelldon, who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. |

| <b>Other Matters (11 of 12)</b>  |  |
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|  | <b>Response</b>  |
| Program Title  | WILLA'S WILD LIFE (49.4)   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SUN,7:30-8A  |
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Willa's Wild Life" is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who finds herself in comic predicaments. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. |

| <b>Other Matters (12 of 12)</b>  |  |
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|  | <b>Response</b>  |
| Program Title  | PEARLIE(49.4)  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SUN,8-8:30A  |
| 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. | It's magic in the city with Pearlle the park fairy! Pearlle is an animated comedy about a fashionable young urban fairy in charge of Jubilee Park, a park in the centre of a bustling big city. The series is based on the top-selling children's book series "Pearlle the Park Fairy" by legendary. More Australian comedian, author and radio personality Wendy Harmer. Aimed at kids aged 6-10 years, the series makes fun of fairy tale conventions while putting a contemporary and urban spin on the fairy genre. With plenty of witty dialogue, outrageous characters and gorgeous design, Pearlle will delight fans of the books but also attract a new audience to its imaginative world. In the show, Pearlle is put in charge of the park by Fairy Headquarters (HQ) after graduation from Fairy School. While doing her job, Pearlle must keep out of sight as the one rule for all magical creatures is they can't be seen by humans. |

**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>TV-49,<br/>INC.</b></p> |

## Attachments

No Attachments.