



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0024377780** | File Number: **CPR-167892** | Submit Date: **04/09/2015** | Call Sign: **WSES** | Facility ID: **21258** | City:
TUSCALOOSA | State: **AL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/09/2015 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2015**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	Heartland
	Nielsen DMA	Birmingham
	Web Home Page Address	

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	0.0
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:	0.0
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?	No

Digital Core Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	The Adventures of Dudley the Dragon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00AM-7:30AM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Adventures of Dudley the Dragon is a children's live action television series featuring actors, full-size characters in costume and puppets. The story follows Dudley, a life-size dragon who recently woke up from centuries of hibernation and his ten-year-old friends Matt and Salley. The two kids guide Dudley around the modern world and the trio learn about environmentalism, friendship and pro-social values.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Real Life 101
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00AM-8:30AM, 9:30AM-10:00AM
Total times aired at regularly scheduled time	26
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.	REAL LIFE 101 - This program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected and the viewer is taken "on the job" to understand why the professionals love what they do and they even may learn about job opportunities they may not have known existed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)	Response
Program Title	Mouse in the House
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-9:00AM
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	9 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MOUSE IN THE HOUSE - This program is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 6) Response	
Program Title	Think Big
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00AM-9:30AM
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.	THINK BIG - Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 6)	Response
Program Title	Dog Tales
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM
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 - Each episode of Dog Tales profiles a breed of dog; its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs and how they are a valuable part of the family. Several dog experts explain the various dogs needs, health, nutrition requirements, safety and care.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	Response
Program Title	Mustard Pancakes
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:30AM-8:00AM
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES - Mustard Pancakes is a television program featuring Courtney Campbell and her family of fun-loving friends, which happen to include puppet pets. Courtney's thoughtful guidance helps her pets discover the world around them, grow emotionally, and find solutions to their daily challenges. The program celebrates the joy of childhood through music and storytelling. The program is a nurturing environment where the characters support each other's growth and work together to overcome the day-to-day challenges all children face.
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	K. Marques Mullings
Address	201 Massachusetts Ave NE C-1
City	Washington
State	DC
Zip	20002
Telephone Number	202-546-5400
Email Address	kmm@hsh.media
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.	As the Commission is aware, the current licensee, HSH Birmingham (WCFT) Licensee, LLC("HSH"), acquired the station, WSES (TV) from TV Alabama Inc. on February 27, 2015. See BALCDT-2014100CIL. The Licensee is in the process of reviewing its KidVid programming and practices. It should be noted that the station's original call sign, WCFT (TV), was changed to WSES (TV) on March 11, 2015.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	The Adventures of Dudley the Dragon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00AM-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Adventures of Dudley the Dragon is a children's live action television series featuring actors, full-size characters in costume and puppets. The story follows Dudley, a life-size dragon who recently woke up from centuries of hibernation and his ten-year-old friends Matt and Salley. The two kids guide Dudley around the modern world and the trio learn about environmentalism, friendship and pro-social values.

Other Matters (2 of 6)	Response
Program Title	Mustard Pancakes
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:30AM-8:00AM
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Length of Program	30 mins
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Other Matters (3 of 6)	Response
Program Title	Real Life 101
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00AM-8:30AM, 9:30AM-10:00AM
Total times aired at regularly scheduled time	26
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Other Matters (4 of 6)	Response
Program Title	Mouse In The House
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-9:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MOUSE IN THE HOUSE - This program is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment.

Other Matters (5 of 6)	Response
Program Title	Think Big
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00AM-9:30AM
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.	THINK BIG - Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork.
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Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM
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Length of Program	30 mins
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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>HSH Birmingham (WCFT) Licensee, LLC</p>

Attachments

No Attachments.