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Children's Television Programming Report

FRN: **0030884258** | File Number: **CPR-119522** | Submit Date: **04/08/2011** | Call Sign: **KWWL** | Facility ID: **593** | City: **WATERLOO** | State: **IA**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/08/2011** | Filing Status: **Active**

Report reflects information for : First Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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**Contact
Representatives
(0)**

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC/thisTV/RTN
	Nielsen DMA	Cedar Rapids-Waterloo-Dubq
	Web Home Page Address	www.kwwl.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	336.0
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:	8.0
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(23)

Digital Core Program (1 of 23)	Response
Program Title	Green Screen Adventures (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures 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 as well as the three Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 23)	Response
Program Title	Busytown Mysteries (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busytown Mysteries" is an investigative learning show for young children based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 23)	Response
Program Title	The Busy World of Richard Scarry (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10am
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.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include - love of parents - mastery (of all the motor, language and social skills that they see in the world around them) - power (whod calls the shots)- possession, (It's mine!) - personal routines - eating, dressing, sleeping - family living - cooking, recreation, celebration.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 23)	Response
Program Title	The Busy World of Richard Scarry (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include - love of parents - mastery (of all the motor, language and social skills that they see in the world around them) - power (whod calls the shots)- possession, (It's mine!) - personal routines - eating, dressing, sleeping - family living - cooking, recreation, celebration.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 23)	Response
Program Title	Cake (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:00am
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries in short, the array of issues that most young adolescents confront on an almost daily basis. The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions. Amy, as the youngest, frequently asks the kinds of questions that enable Cake, Miracle, and/or Benjamin to engage in some pretty straightforward prosocial teaching helping her with everything from the meaning of a current verbal expression, to how to deal with the fact that her mother won't let her get her ears pierced. Cake and her crew consistently model mutual respect and admiration, supportiveness, and the ability to engage in the kinds of cooperative give-and-take necessary for the successful functioning of almost any group. Much of Cake's and her friends, cooperative effort in each episode is directed toward conceptualizing and producing their weekly TV show, the aim of which is to teach pre-adolescents how to express their own originality and creativity through variety of different handicraft projects. To this end, each week the cast assembles the necessary components for each craft, then produces a step-by-step demonstration of how the elements can be assembled. The characters in Cake and the lessons they teach encourage individuality, creativity, and just plain having fun, as they provide young viewers with a platform for self expression and self-confidence as they promote new ways to express creativity and model highly successful, positive social relationships.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 23)	Response
Program Title	Dance Revolution (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30am
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	10 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>In each episode, an attractive dance instructor demonstrates a series of new and demanding Hip-hop dance steps, challenging each pair of contestants to incorporate those moves into their own dance routine. During the portrayal of the demonstration of the new steps, the competitors practicing of those steps, and the dance competition itself, viewers are encouraged to participate in the action by learning the steps and getting up and dancing along with the contestants. Frequent comments by both the program host and by the dance instructor are designed to engage viewers in the activity. In addition, by incorporating techniques such as split screens, pop-up screens, and rolling text messages, dance is associated with exercise and good health throughout the program, and viewers are continually encouraged to get up and dance. (It should be noted that Hip-hop demands a great deal of energy, endurance, and skill to master an ideal device to engage young viewers in relatively vigorous physical activity). Both on-screen talent and pop-up screens promote participation in dance by linking it to various other sports (i.e., via improved balance, coordination, timing), to good health, and to increased energy and attractiveness. Episodes also include occasional references to historical and cultural facts related to dance. Indeed, anything that makes dance attractive, thus encourages young viewers to get up and move, is considered fair game.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 23)	Response
Program Title	The Outdoorsman (7.3) aired 1/3/11 only
Origination	Network
Days/Times Program Regularly Scheduled	Monday 8:00am
Total times aired at regularly scheduled time	1
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 series format includes an FCC FRIENDLY (E) educational blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & adults about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. Rated for kids 13-16. 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. GOALS: Long term goals of the series include propagation of a Mass Media Communications Network in support of the sporting industry. To establish this series as a major force in the entertainment and education of young people and their families. 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 country's overall game management & habitat programs.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	Mustard Pancakes (7.3) aired 1/10-3/28/11
Origination	Network
Days/Times Program Regularly Scheduled	Monday 8:00am
Total times aired at regularly scheduled time	12
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 features gifted singer/songwriter and children's personality Courtney Campbell as head of a household that is also home to Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - and the lone cat, Mr. D. Under her thoughtful and tender care and guidance, her pets discover the world around them, grow emotionally and find solutions to their daily challenges. Aimed at children 3-6, the music-driven MUSTARD PANCAKES celebrates the joy of childhood through the power of music, storytelling and appealing characters.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 23)	Response
Program Title	In The Zone (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesday 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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Magic Johnson along with his friends [Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, and many more] teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, tennis, etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 23)	Response
Program Title	Aqua Kids Adventures (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesday 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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Aqua Kids' bright eyed explorers discover the wonders of the sea and its amazing creatures - and the forces that threaten their survival. The Aqua Kids have an ambitious agenda: saving the oceans of the world. Led by energetic, fun-loving hosts, Aqua Kids teaches children about how they can help save the ocean creatures.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 23)	Response
Program Title	Angel's Friends (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Thursday 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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels!!! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils!!!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 23)	Response
Program Title	The Traveling Trio (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Friday 8:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins

Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In each episode Olivia, Ingram and Everett begin with a geography lesson that includes the location of the destination, the flag, the language and the bordering countries. Basic historical facts are presented in a clear, easy to understand manner as the hosts move from location to location. In every episode, the hosts interact with each other as well as merchants and children from the destination country. Olivia, Ingram and Everett also conduct interviews with children and adults who are working for positive social change in their community (whenever possible), especially in regard to education and child welfare. In concluding the episodes, the hosts, with the help of some of thier new friends, present a simple language lesson that teaches common phrases from the destination. This rudimentary tutorial is intended to spark an interest in foreign language by presenting it as an obtainable skill.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 23)	Response
Program Title	Wild America (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Monday 8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	WILD AMERICA is targeted to children ages 13-16. The key educational objective of the program is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species. We expect that children viewing the program will achieve a greater understanding of nature and specific animal species because of the up-close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North American and learn to protect its natural species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 23)	Response
Program Title	The Real Winning Edge (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesday 8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	"The Real Winning Edge" series' purpose is to draw youth to the conclusions that right choices give one the winning edge in life. Each week the program profiles young achievers who are peer role models. These role models are introduced by the best of American celebrity status athletes and professionals who have also triumphed through challenges and adversity. Several topics/principles are taught in the series such as choosing love over prejudice, overcoming family tragedy, defeating substance abuse, and living by godly principles. The program is 30 minutes in length and is identified as an educational and informational show, targeted to teens (13 to 16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 23)	Response
Program Title	BETA Records (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesday 8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	BETA Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major & indie artist interviews, tutorials and how-to's, producer and music executive tips, Internet heroes, the vault (legendary artists), and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 23)	Response
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Program Title	Mustard Pancakes (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Thursday 8:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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 features gifted singer/songwriter and children's personality Courtney Campbell as head of a household that is also home to Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - and the lone cat, Mr. D. Under her thoughtful and tender care and guidance, her pets discover the world around them, grow emotionally and find solutions to their daily challenges. Aimed at children 3-6, the music-driven MUSTARD PANCAKES celebrates the joy of childhood through the power of music, storytelling and appealing characters.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 23)

Response

Program Title	Ariel, Zoey, Eli Too (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Friday 8:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	0
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.	Ariel & Zoey & Eli, Too (AZE2) introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. they interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 23)	Response
Program Title	Turbo Dogs (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:00am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	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
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Digital Core Program (19 of 23)	Response
Program Title	Shelldon (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	This is an animated series about Shelldon, a school aged yoka shell mollusk 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.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (20 of 23)	Response
Program Title	The Magic School Bus (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00am
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.	The Magic School Bus is based on 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 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 4 to 9 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
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Digital Preemption Programs #1

Questions	Response
Title of Program	The Magic School Bus (7.1)
List date and time rescheduled	1/2/11 12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	1/1/11 MSB110
Reason for Preemption	Other

Digital Core Program (21 of 23)		Response
Program Title	Babar (7.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 10:30am	
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.	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 people's 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 (7.1)
List date and time rescheduled	1/2/11 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	1/1/11 BAR201
Reason for Preemption	Other

Digital Core Program (22 of 23)	Response
Program Title	Willa's Wild Life (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:00am
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.	Willa's Wild Life is an enchanting series about a little girls unique home life that is sure to keep you in stitches and warm your heart. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. 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 (7.1)
List date and time rescheduled	1/2/11 1:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	1/1/11 WIL013
Reason for Preemption	Other

Digital Core Program (23 of 23)	Response
Program Title	Pearlie (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30am
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.	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 4-8 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 Fairy 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 (7.1)
List date and time rescheduled	1/2/11 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	2011-01-01
Episode #	1/1/11 PEA111
Reason for Preemption	Other

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Teen Kids News (7.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 12:00pm
Total times aired at regularly scheduled time:	8
Number of Preemptions	5
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.	Kid to Kid newscast created for and delivered by children. "Young journalists" reporting from a professional news set and from the field on stories of interest and educational value to its own audience.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	2/11/11 1:35AM
Date Time	3/11/11 1:35AM
Date Time	1/9/11 12:00PM
Date Time	1/2/11 2:00PM
Date Time	3/4/11 1:05AM

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	Young Icons (7.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 12:30pm
Total times aired at regularly scheduled time:	8
Number of Preemptions	5
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 Young Icons offers viewers a glimpse inside the lives of the brightest and the best of American youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, and entrepreneurs. These extraordinary young people are making a real difference in the world, proving that any goal is attainable.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	3/4/11 1:35AM
Date Time	1/9/11 12:30PM
Date Time	2/13/11 4:30AM
Date Time	3/13/11 4:30AM
Date Time	1/2/11 2:30PM

**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	Kimberly Leer
Address	500 East 4th Street
City	Waterloo
State	IA
Zip	50703
Telephone Number	319-291-1200
Email Address	kleer@kwwl.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.	KWWL has been an active member of Partners in Education for 20+ years. We meet once a month during the school year to enhance the relationship between Kingsley Elementary School students and KWWL and other businesses. Teaching kids about business, television and community character. KWWL also has several employees that are mentors and our news anchors speak extensively at elementary schools. KWWL is a member of the board of the Black Hawk Children's Theatre, promoting growth and education of children in Waterloo.

Other Matters (22)

Other Matters (1 of 22)	Response
Program Title	Turbo Dogs (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00am
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.	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 22)	Response
Program Title	Sheldon (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30am
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.	This is an animated series about Shelldon, a school aged yoka shell mollusk 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.
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Other Matters (3 of 22)

Response

Program Title	Magic School Bus (7.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays 10:00am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	6 years to 10 years
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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 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 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 4 to 9 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.
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Other Matters (4 of 22)

Response

Program Title	Babar (7.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays 10:30am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	6 years to 10 years
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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 people's 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.
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Other Matters (5 of 22)

Response

Program Title	Willa's Wild Life (7.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays 11:00am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	6 years to 10 years
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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 girls unique home life that is sure to keep you in stitches and warm your heart. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, Willa's Wild Life follows the adventures of Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. 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
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Other Matters (6 of 22)

Response

Program Title	Pearlie (7.1)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays 11:30am
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Total times aired at regularly scheduled time	13
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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 4-8 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 Fairy 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.

Other Matters (7 of 22)

Response

Program Title	Mustard Pancakes (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Monday 8:00am
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.	MUSTARD PANCAKES features gifted singer/songwriter and children's personality Courtney Campbell as head of a household that is also home to Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - and the lone cat, Mr. D. Under her thoughtful and tender care and guidance, her pets discover the world around them, grow emotionally and find solutions to their daily challenges. Aimed at children 3-6, the music-driven MUSTARD PANCAKES celebrates the joy of childhood through the power of music, storytelling and appealing characters.

Other Matters (8 of 22)

Response

Program Title	In the Zone (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Tuesday 8:00am
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.	Magic Johnson along with his friends [Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, and many more] teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, tennis, etc.
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Other Matters (9 of 22)	Response
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Program Title	Aqua Kids Adventures (7.3)
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Origination	Network
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Days/Times Program Regularly Scheduled	Wednesday 8:00am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	8 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.	The Aqua Kids' bright eyed explorers discover the wonders of the sea and its amazing creatures - and the forces that threaten their survival. The Aqua Kids have an ambitious agenda: saving the oceans of the world. Led by energetic, fun-loving hosts, Aqua Kids teaches children about how they can help save the ocean creatures.
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Other Matters (10 of 22)	Response
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Program Title	Angel's Friends (7.3)
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Origination	Network
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Days/Times Program Regularly Scheduled	Thursday 8:00am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels!!! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils!!!
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Other Matters (11 of 22)	Response
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Program Title	Aqua Kids Adventures (7.3)
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Origination	Network
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Days/Times Program Regularly Scheduled	Friday 8:00am
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	8 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.	The Aqua Kids' bright eyed explorers discover the wonders of the sea and its amazing creatures - and the forces that threaten their survival. The Aqua Kids have an ambitious agenda: saving the oceans of the world. Led by energetic, fun-loving hosts, Aqua Kids teaches children about how they can help save the ocean creatures.
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Other Matters (12 of 22)		Response
Program Title	Wild America (7.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Monday 8:30am	
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.	WILD AMERICA is targeted to children ages 13-16. The key educational objective of the program is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species. We expect that children viewing the program will achieve a greater understanding of nature and specific animal species because of the up-close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North American and learn to protect its natural species.	

Other Matters (13 of 22)		Response
Program Title	The Real Winning Edge (7.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Tuesday 8:30am	
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.

"The Real Winning Edge" series' purpose is to draw youth to the conclusions that right choices give one the winning edge in life. Each week the program profiles young achievers who are peer role models. These role models are introduced by the best of American celebrity status athletes and professionals who have also triumphed through challenges and adversity. Several topics/principles are taught in the series such as choosing love over prejudice, overcoming family tragedy, defeating substance abuse, and living by godly principles. The program is 30 minutes in length and is identified as an educational and informational show, targeted to teens (13 to 16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.

Other Matters (14 of 22)	Response
Program Title	BETA Records TV (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Wednesday 8:30am
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.	BETA Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major & indie artist interviews, tutorials and how-to's, producer and music executive tips, Internet heroes, the vault (legendary artists), and music as it pertains to fashion and pop culture.

Other Matters (15 of 22)	Response
Program Title	Mustard Pancakes (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Thursday 8:30am
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.	MUSTARD PANCAKES features gifted singer/songwriter and children's personality Courtney Campbell as head of a household that is also home to Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo - and the lone cat, Mr. D. Under her thoughtful and tender care and guidance, her pets discover the world around them, grow emotionally and find solutions to their daily challenges. Aimed at children 3-6, the music-driven MUSTARD PANCAKES celebrates the joy of childhood through the power of music, storytelling and appealing characters.

Other Matters (16 of 22)		Response
Program Title	Ariel, Zoey, Eli Too (7.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Friday 8:30am	
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.	Ariel & Zoey & Eli, Too (AZE2) introduces children to people who have accomplished great things and have a positive message. Twins Ariel & Zoey sing for crowds of adoring fans and Eli makes them laugh. they interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief.	

Other Matters (17 of 22)		Response
Program Title	Green Screen Adventures (7.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 9:00am	
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 teaches children critical writing skills through improvisation, storytelling, and story theatre in this fun, informational and educational program.	

Other Matters (18 of 22)		Response
Program Title	Busytown Mysteries (7.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 9:30am	
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.	"Busytown Mysteries" is an investigative learning show for young children based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.
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Other Matters (19 of 22)	Response
Program Title	The Busy World of Richard Scarry (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00am
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 Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include - love of parents - mastery (of all the motor, language and social skills that they see in the world around them) - power (whod calls the shots)- possession, (It's mine!) - personal routines - eating, dressing, sleeping - family living - cooking, recreation, celebration.

Other Matters (20 of 22)	Response
Program Title	The Busy World of Richard Scarry (7.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:30am
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 Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include - love of parents - mastery (of all the motor, language and social skills that they see in the world around them) - power (whod calls the shots)- possession, (It's mine!) - personal routines - eating, dressing, sleeping - family living - cooking, recreation, celebration.

Other Matters (21 of 22)		Response
Program Title	Cake (7.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 11:00am	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	8 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries in short, the array of issues that most young adolescents confront on an almost daily basis. The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions. Amy, as the youngest, frequently asks the kinds of questions that enable Cake, Miracle, and or Benjamin to engage in some pretty straightforward prosocial teaching helping her with everything from the meaning of a current verbal expression, to how to deal with the fact that her mother won't let her get her ears pierced. Cake and her crew consistently model mutual respect and admiration, supportiveness, and the ability to engage in the kinds of cooperative give-and-take necessary for the successful functioning of almost any group. Much of Cake's and her friends' cooperative effort in each episode is directed toward conceptualizing and producing their weekly TV show, the aim of which is to teach pre-adolescents how to express their own originality and creativity through variety of different handicraft projects. To this end, each week the cast assembles the necessary components for each craft, then produces a step-by-step demonstration of how the elements can be assembled. The characters in Cake and the lessons they teach encourage individuality, creativity, and just plain having fun, as they provide young viewers with a platform for self expression and self-confidence as they promote new ways to express creativity and model highly successful, positive social relationships.</p>	

Other Matters (22 of 22)		Response
Program Title	Dance Revolution (7.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 11:30am	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	

Age of Target Child Audience from

10 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

In each episode, an attractive dance instructor demonstrates a series of new and demanding Hip-hop dance steps, challenging each pair of contestants to incorporate those moves into their own dance routine. During the portrayal of the demonstration of the new steps, the competitors practicing of those steps, and the dance competition itself, viewers are encouraged to participate in the action by learning the steps and getting up and dancing along with the contestants. Frequent comments by both the program host and by the dance instructor are designed to engage viewers in the activity. In addition, by incorporating techniques such as split screens, pop-up screens, and rolling text messages, dance is associated with exercise and good health throughout the program, and viewers are continually encouraged to get up and dance. (It should be noted that Hip-hop demands a great deal of energy, endurance, and skill to master an ideal device to engage young viewers in relatively vigorous physical activity). Both on-screen talent and pop-up screens promote participation in dance by linking it to various other sports (i.e., via improved balance, coordination, timing), to good health, and to increased energy and attractiveness. Episodes also include occasional references to historical and cultural facts related to dance. Indeed, anything that makes dance attractive, thus encourages young viewers to get up and move, is considered fair game.

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>KWWL Television, Inc.</p>

Attachments

No Attachments.