



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-121836** | Submit Date: **07/07/2011** | Call Sign: **WMTV** | Facility ID: **6870** | City: **MADISON** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/07/2011** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

General Information

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

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

| Applicant | Address | Phone | Email | Applicant Type |
|-----------|---------|-------|-------|----------------|
|           |         |       |       |                |

Contact  
Representatives  
(0)

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's  
Television  
Information

| Section      | Question              | Response            |
|--------------|-----------------------|---------------------|
| Station Type | Station Type          | Network Affiliation |
|              | Affiliated network    | NBC                 |
|              | Nielsen DMA           | Madison             |
|              | Web Home Page Address | www.nbc15.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<br>Program (1 of<br>12)   | Response  |
|--|---|
| Program Title  | Turbo Dogs  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Saturday 9-9:30am   |
| Total times<br>aired at<br>regularly<br>scheduled time   | 12  |
| Total times aired  | 13  |
| Number of<br>Preemptions   | 1   |
| Number of<br>Preemptions for<br>other than<br>Breaking News  |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child Audience  | 4 years to 8 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and<br>how it meets the<br>definition of<br>Core<br>Programming. | Based on award-winning author-illustrator Bob Kolar's picture book, Racer Dogs, Turbo Dogs is produced by Scholastic Media. This is a bilingual, multi-platform entertainment destination for children that focuses on literacy and value. A funny cast of canine friends - Dash, Mags, GT, Strut, Stinkbert and Clutch - make up the fastest group of dogs in Racerville, and will take kids on an accelerated adventure filled with comedic high jinks and fast racing action. Boys and girls are sure to get caught up in the high octane storylines and non-stop fun - but with the emphasis on friendship, fair play, and teamwork, they will also zoom away with some valuable rules of the road. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                 | Yes   |

Digital Preemption Programs #1

| Questions                                | Response        |
|--|-----------------|
| Title of Program                         | Turbo Dogs      |
| List date and time rescheduled           | 6/4, 12-12:30pm |
| Is the rescheduled date the second home? | Yes             |

|  |            |
|--|------------|
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes        |
| Date Preempted   | 2011-06-04 |
| Episode #  |            |
| Reason for Preemption  | Sports     |

| Digital Core Program (2 of 12)   | Response  |
|--|---|
| Program Title  | Shelldon  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 9:30-10am  |
| 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. | Shelldon is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community 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. 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 social-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       |
| List date and time rescheduled   | 6/4, 12:30-1pm |
| Is the rescheduled date the second home?   | Yes            |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes            |
| Date Preempted   | 2011-06-04     |
| Episode #  |                |
| Reason for Preemption  | Sports         |

| Digital Core Program (3 of 12)                     | Response            |
|--|---------------------|
| Program Title                                      | Magic School Bus    |
| Origination  | Network             |
| Days/Times Program Regularly Scheduled             | Saturday 10-10:30am |
| Total times aired at regularly scheduled time      | 12                  |
| Total times aired                                  | 1                   |
| 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. | 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 is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 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  |

#### Digital Preemption Programs #1

| Questions  | Response         |
|--|------------------|
| Title of Program   | Magic School Bus |
| List date and time rescheduled   | 6/4, 1-1:30pm    |
| Is the rescheduled date the second home?   | Yes              |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes              |
| Date Preempted   | 2011-06-04       |
| Episode #  |                  |
| Reason for Preemption  | Sports           |

| Digital Core Program (4 of 12)                | Response            |
|---|---------------------|
| Program Title                                 | Babar               |
| Origination                                   | Network             |
| Days/Times Program Regularly Scheduled        | Saturday 10:30-11am |
| 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. | BABAR is 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 family-elephant, Babar experiences many challenges as he journeys through life, and learns to rise above them through strength and optimism. Each episode begins with a look into Babars present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city. Each episode in the show carries with it a socio-emotional message that is established at the end of Babars story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

Digital Preemption Programs #1

| Questions  | Response      |
|--|---------------|
| Title of Program   | Babar         |
| List date and time rescheduled   | 6/5, 1-1:30pm |
| Is the rescheduled date the second home?   | No            |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes           |
| Date Preempted   | 2011-06-04    |
| Episode #  |               |
| Reason for Preemption  | Sports        |

| Digital Core Program (5 of 12)                | Response            |
|---|---------------------|
| Program Title                                 | Willa's Wild Life   |
| Origination                                   | Network             |
| Days/Times Program Regularly Scheduled        | Saturday 11-11:30am |
| 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   | 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 a 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 |
| List date and time rescheduled   | 5/28, 8-8:30am    |
| Is the rescheduled date the second home?   | Yes               |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes               |
| Date Preempted   | 2011-05-28        |
| Episode #  |                   |
| Reason for Preemption  | Sports            |

| Digital Core Program (6 of 12)         | Response            |
|--|---------------------|
| Program Title                          | Pearlie             |
| Origination                            | Network             |
| Days/Times Program Regularly Scheduled | Saturday 11:30-12pm |

|  |   |
|--|---|
| 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. | 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        |
| List date and time rescheduled   | 5/28, 8:30-9am |
| Is the rescheduled date the second home?   | Yes            |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes            |
| Date Preempted   | 2011-05-28     |
| Episode #  |                |

|                       |        |
|-----------------------|--------|
| Reason for Preemption | Sports |
|-----------------------|--------|

| Digital Core Program (7 of 12)   | Response  |
|--|---|
| Program Title  | Aqua Kids (Secondary Digital Channel)   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Monday 9:30-10am  |
| 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   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Aqua Kids provides programming in the area of biology and the ecosystem related to the ocean, its tributaries and estuaries. Children can learn about the resources of the oceans and how protection of the oceans is necessary to present and future generations. Not only does the show teach biological topics, but it aims to enrich children's lives by making them aware of future generations, the role they play now, and for generations into the future, with the biggest ecosystem on earth: the oceans. Aqua Kids uses the technique of near peer mentors i.e., children to teach other children. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (8 of 12)         | Response                                  |
|--|---|
| Program Title                          | Real Life 101 (Secondary Digital Channel) |
| Origination                            | Syndicated                                |
| Days/Times Program Regularly Scheduled | Tuesday 9:30-10am                         |

|  |   |
|--|---|
| 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   | 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 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program<br>(9 of 12)             |  | Response                                 |
|---|--|--|
| Program Title                                 |  | Dragonfly TV (Secondary Digital Channel) |
| Origination                                   |  | Syndicated                               |
| Days/Times Program Regularly Scheduled        |  | Friday 9:30-10am                         |
| 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   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dragonfly TV is a weekly half-hour science television series The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. |
| 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                                      | Swap TV (Secondary Digital Channel) |
| Origination  | Syndicated                          |
| Days/Times Program Regularly Scheduled             | Saturday 9:30-10am                  |
| 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                       | 13 years to 16 years                |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | SWAP TV is a weekly half-hour television series about two teenagers from different backgrounds swapping lives for a weekend. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (11 of 12)  |  | Response  |
|--|--|---|
| Program Title  |  | In The Zone Presents  |
| Origination  |  | Syndicated  |
| Days/Times Program Regularly Scheduled   |  | Wednesday 9:30-10am   |
| 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   |  | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. |  | In The Zone Presents provides core programming in the areas of exercise and teamwork. Children learn that exercise gained from participating in sports activities is good for their overall health. Various sports figures in each episode teach children about passion and determination-qualities essential in sports as well as in life. In The Zone Presents also emphasizes the essence of sportsmanship and using teamwork to accomplish goals. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              |  | Yes   |

| Digital Core Program (12 of 12) |  | Response                   |
|---------------------------------|--|----------------------------|
| Program Title                   |  | Curiosity Quest Goes Green |

|  |   |
|--|---|
| Origination  | Syndicated  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | Thursday 9:30am-10am  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Total times<br>aired   | 3   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  | 1   |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child<br>Audience   | 8 years to 12 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Pursuant to the Children's Television Act of 1990, "Curiosity Quest Goes Green" will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. "Curiosity Quest Goes Green" serves the educational and informational needs of children 12 years of age and under with its program content, including scientific principles and their practical applications in everyday life. The series allows children to explore the world of "green" living. The series also educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills. |
| Does the<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/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  | Ellen Buss        |
| Address   | 615 Forward Drive |
| City  | Madison           |
| State   | WI                |
| Zip   | 53711             |
| Telephone Number  | 608-274-1515      |
| Email Address   | ebuss@nbc15.com   |
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. |                   |

Other Matters (12)

| Other Matters (1 of 12)  | Response  |
|--|---|
| Program Title  | Turbo Dogs  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 9-9:30am   |
| 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. | Based on award-winning author-illustrator Bob Kolar's picture book, Racer Dogs, Turbo Dogs is produced by Scholastic Media. This is a bilingual, multi-platform entertainment destination for children that focuses on literacy and value. A funny cast of canine friends - Dash, Mags, GT, Strut, Stinkbert and Clutch - make up the fastest group of dogs in Racerville, and will take kids on an accelerated adventure filled with comedic high jinks and fast racing action. Boys and girls are sure to get caught up in the high octane storylines and non-stop fun - but with the emphasis on friendship, fair play, and teamwork, they will also zoom away with some valuable rules of the road. |

| Other Matters (2 of 12)                       | Response           |
|---|--------------------|
| Program Title                                 | Sheldon            |
| Origination                                   | Network            |
| Days/Times Program Regularly Scheduled        | Saturday 9:30-10am |
| 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 named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community 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. 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 social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. |
|--|---|

| Other Matters (3 of 12)  | Response  |
|--|---|
| Program Title  | The Magic School Bus  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 10-10:30am   |
| 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. | 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. |

| Other Matters (4 of 12)                       | Response            |
|---|---------------------|
| Program Title                                 | Babar               |
| Origination                                   | Network             |
| Days/Times Program Regularly Scheduled        | Saturday 10:30-11am |
| 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. | BABAR is 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 family-elephant, Babar experiences many challenges as he journeys through life, and learns to rise above them through strength and optimism. Each episode begins with a look into Babars present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city. Each episode in the show carries with it a socio-emotional message that is established at the end of Babars story. |

| Other Matters (5 of 12)  | Response  |
|--|---|
| Program Title  | Willa's Wild Life   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 11-11:30am   |
| 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 a 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. |

| Other Matters (6 of 12)                       | Response            |
|---|---------------------|
| Program Title                                 | Pearlie             |
| Origination                                   | Network             |
| Days/Times Program Regularly Scheduled        | Saturday 11:30-12pm |
| 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. | 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 12)  | Response  |
|--|---|
| Program Title  | Aqua Kids (Secondary Digital Channel)   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Monday 9:30-10am  |
| 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. | Aqua Kids provides programming in the area of biology and the ecosystem related to the ocean, its tributaries and estuaries. Children can learn about the resources of the oceans and how protection of the oceans is necessary to present and future generations. Not only does the show teach biological topics, but it aims to enrich children's lives by making them aware of future generations, the role they play now, and for generations into the future, with the biggest ecosystem on earth: the oceans. Aqua Kids uses the technique of near peer mentors i.e., children to teach other children. |

| Other Matters (8 of 12)                       | Response          |
|---|-------------------|
| Program Title                                 | Real Life 101     |
| Origination                                   | Syndicated        |
| Days/Times Program Regularly Scheduled        | Tuesday 9:30-10am |
| Total times aired at regularly scheduled time | 13                |
| Length of Program                             | 30 mins           |

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|--|---|
| 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. | Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. |
| <b>Other Matters (9 of 12)</b>   |   |
| Program Title  | Dragonfly TV/replacement show   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Friday 9:30-10am (Secondary Digital Channel)  |
| 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. | Dragonfly TV is a weekly half-hour science television series The programs highlight children doing projects with real hands-on experience and demonstrates practical applications of mathematics and science. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own.  |
| <b>Other Matters (10 of 12)</b>  |   |
| Program Title  | Swap TV/replacement show  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturday 9:30-10am (Secondary Digital Channel)  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| 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. | SWAP TV is a weekly half-hour television series about two teenagers from different backgrounds swapping lives for a weekend. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. |
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| Other Matters (11 of 12)   | Response   |
|--|--|
| Program Title  | In The Zone/replacement show   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Wednesday 9:30-10am  |
| 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. | In The Zone provides core programming in the areas of exercise and teamwork. Children can learn that exercise gained from participating in sports activities is good for their overall health. The various sports figures in each episode teach children about passion and determination - qualities essential in sports as well as in life. In The Zone emphasizes the essence of sportsmanship and using teamwork to accomplish goals. |

| Other Matters (12 of 12)                      | Response                                    |
|---|---|
| Program Title                                 | Curiosity Quest Goes Green/replacement show |
| Origination                                   | Syndicated                                  |
| Days/Times Program Regularly Scheduled        | Thursday 9:30-10am                          |
| Total times aired at regularly scheduled time | 13  |
| Length of Program                             | 30 mins                                     |
| 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.

Pursuant to the Children's Television Act of 1990, "Curiosity Quest Goes Green" will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. "Curiosity Quest Goes Green" serves the educational and informational needs of children 12 years of age and under with its program content, including scientific principles and their practical applications in everyday life. The series allows children to explore the world of "green" living. The series also educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills.

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>Gray<br/>Television,<br/>Inc.</b></p> |

**Attachments**

No Attachments.