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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006551709** | File Number: **CPR-143698** | Submit Date: **07/09/2013** | Call Sign: **WXLV-TV** | Facility ID: **414** | City: **WINSTON-SALEM** | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/09/2013** | Filing Status: **Active**

Report reflects information for : Second Quarter of 2013

General Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC
	Nielsen DMA	Greensboro-High Pt-W /Salem
	Web Home Page Address	www.abc45.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	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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(11)

Digital Core Program (1 of 11)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am ET
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.	Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a "Did you know?" segment, that shares information that viewers can use in their own backyards. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 11)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 9-930am ET
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.	This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics: geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 11)	**Response**
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their enviroment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 11)	**Response**
Program Title	Think Big
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 10-1030am ET
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. This program aired on the main digital stream.

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

Digital Core Program (5 of 11)	**Response**
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1030-11am ET
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. By following along on the adventure, the learning is fun for the viewer. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 11)	**Response**
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 11-1130am ET
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.	Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 11)	**Response**
Program Title	M@dAbout...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1130am-12noon ET
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.	This program is designed to convey important information about personal finance, health, nutrition, fitness, conservation and decision-making, all necessary life skills, in a fun and entertaining way. Through sketch comedy, music videos, animation and kid on the street interviews, the Mad About team teaches and inspires teens to make quality life decisions. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 11)	**Response**
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am ET
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program aired on the secondary digital stream.

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

Digital Core Program (9 of 11)	**Response**
Program Title	Ariel, Zoey & Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 730-8am & 8-830am ET
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions for other than Breaking News	0
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.	This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program aired on the secondary digital stream.

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

Digital Core Program (10 of 11)	**Response**
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 830-9am; 9-930am ET
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television program, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends which happen to include puppet pets. Courtney's thoughtful guidance helps her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The program celebrates the joy of childhood through music and storytelling. The program is a nurturing environment where the characters support each other's growth and work together to overcome the day-to-day challenges all children face. This program aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 11)	**Response**

Program Title	Mouse in the House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment. This program aired on the secondary digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (0)

Sponsored Core Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Jeanette Pruitt-Henriquez
Address	3500 Myer Lee Dr.
City	Winston-Salem
State	NC
Zip	27101
Telephone Number	(336)722-4545
Email Address	jpruitt@sbgtv.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.	WXLV aired several PSA's on digital channel 1 geared towards children and children's issues, including Childhood Literacy, Forest Conservation, and Childhood Obesity.

Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am ET
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.	Jarod Miller brings viewers up close with the most fascinating members of the animal kingdom. The mission of Animal Exploration is to inspire viewers to preserve the innate human instinct to explore. Each episode is designed to reveal to the viewers the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. Also, each episode features a "Did you know?" segment, that shares information that viewers can use in their own backyards. This program will air on the main digital stream.

Other Matters (2 of 11)	Response
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 9-930am ET
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.	This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics: geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. This program will air on the main digital stream.

Other Matters (3 of 11)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET

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 key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their enviroment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve a greater understanding of nature and specific animal species with the aid of up close and detailed photography throughout the program. Through this understanding it is hoped that viewers will better relate to the natural environment as it exists in North America and learn to protect North America's animal species. This program will air on the main digital stream.

Other Matters (4 of 11)	**Response**
Program Title	Think Big
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 10-1030am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. This program will air on the main digital stream.

Other Matters (5 of 11)	**Response**
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1030-11am ET
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 host and two different teens travel each week to destinations around the world that can be both exotic and remote. The program is designed to educate, inform and entertain the viewer about the world around them. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. By following along on the adventure, the learning is fun for the viewer. This program will air on the main digital stream.

Other Matters (6 of 11)	**Response**
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 11-1130am ET
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.	Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program will air on the main digital stream.

Other Matters (7 of 11)	**Response**
Program Title	M@dAbout...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1130am-12noon ET
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Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (8 of 11)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 7-730am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, she attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on the secondary digital stream.

Other Matters (9 of 11)	Response
Program Title	Ariel, Zoey & Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 730-8am & 8-830am ET
Total times aired at regularly scheduled time	26
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.	This program is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the secondary digital stream.

Other Matters (10 of 11)	**Response**
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 830-9am; 9-930am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes is a television program, featuring the loveable and talented Courtney Campbell, and her family of fun-loving friends which happen to include puppet pets. Courtney's thoughtful guidance helps her pets discover the world around them, grow emotionally and find solutions to their daily challenges. The program celebrates the joy of childhood through music and storytelling. The program is a nurturing environment where the characters support each other's growth and work together to overcome the day-to-day challenges all children face. This program will air on the secondary digital stream.

Other Matters (11 of 11)	**Response**
Program Title	Mouse in the House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 930-10am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is a science series that educates children about science concepts, introducing them to science and math by exploring fundamental principles such as gravity, pressure, kinetics and magnetism by conducting science experiments in an integrated and entertaining way. It is produced using a combination of 3D animation and live footage. The host, Max, is a 3D animated mouse which talks to the audience and the participants, explaining what the science concept and experiment is and how to perform it. The participants are junior high school children guided by a science facilitator. Together they perform the experiment instructed by Max the Mouse. The program also uses 3D animation to explain the steps and results of the experiment. This program will air on the secondary digital stream.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WXLV Licensee, LLC**

Attachments

No Attachments.