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Children's Television Programming Report

FRN: **0030884258** | File Number: **CPR-134290** | Submit Date: **10/08/2012** | Call Sign: **KWWL** | Facility ID: **593** | City:
WATERLOO | State: **IA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/08/2012 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2012

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/MeTV
	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:	6.0
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(18)

Digital Core Program (1 of 18)	Response
Program Title	Noodle and Doodle (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Noodle and Doodle inspires preschoolers and grown-ups to MAKE and DO together through cooking and arts and crafts. The series follows hosts Sean and Noodle McNoodle, who drive around in their double-decker bus creating nutritious foods and crafts from recycled materials.
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	Noodle and Doodle (7.1)
List date and time rescheduled	8/25, 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	
Episode #	8/11, NAD106
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle (7.1)
List date and time rescheduled	8/19, 10:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/4, NAD105

Reason for Preemption	Sports
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Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle and Doodle (7.1)
List date and time rescheduled	7/21, 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	
Episode #	7/28, NAD104
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle and Doodle (7.1)
List date and time rescheduled	7/7/12, 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	
Episode #	7/7/12, NAD101
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle and Doodle (7.1)
List date and time rescheduled	10/7, 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	
Episode #	9/29,NAD 113
Reason for Preemption	Sports

Digital Core Program (2 of 18)	Response
Program Title	Pajanimals (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 9:30am

Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	An original, full-length series for preschoolers designed to help parents and caregivers establish a bedtime routine for their children. From the comfort of their magical bedroom, the Pajanimals share with the audience the last moments of play before the day ends. This special time together leads to different discoveries, but one thing is always clear - the world around them is welcoming and safe, and nighttime is a cozy, special time when accompanied by friendship and a song. The series follows the amazing adventures of four sweet and gentle characters - Sweet Pea Sue the pony, the excitable duck Squacky, the creative cow CowBella and the optimistic puppy Apollo. Through their imaginary journeys, these cuddly musical puppets venture out on amazing adventures of discovery, modeling the skills preschoolers need to move through their days successfully.
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	Pajanimals (7.1)
List date and time rescheduled	8/19, 10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/4, PAJ105

Reason for Preemption	Sports
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Digital Preemption Programs #2

Questions	Response
Title of Program	Pajanimals (7.1)
List date and time rescheduled	8/25, 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	
Episode #	8/11, PAJ106
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pajanimals (7.1)
List date and time rescheduled	7/21, 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	
Episode #	7/28, PAJ104
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pajanimals (7.1)
List date and time rescheduled	7/7, 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	
Episode #	7/7, PAJ101
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pajanimals (7.1)
List date and time rescheduled	10/7, 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	

Episode #	9/29, PAJ113
Reason for Preemption	Sports

Digital Core Program (3 of 18)		Response
Program Title		Poppy Cat (7.1)
Origination		Network
Days/Times Program Regularly Scheduled		Saturday, 10am
Total times aired at regularly scheduled time		8
Total times aired		13
Number of Preemptions		5
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		5
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.		Based on the award-winning books by British illustrator and author Lara Jones, Poppy Cat is an adorable and curious feline who loves to explore with her colorful mix of animal friends. "Poppy Cat" was specifically written, and now animated, for a preschool audience. Each adventure is told from the point-of-view of Lara, a young girl with a vivid imagination and extraordinary storytelling ability who talks to her faithful cat Poppy. They travel to destinations full of fantasy and magic for fun-filled adventures in pirate ships, hot air balloons and rocket rides.
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	Poppy Cat (7.1)
List date and time rescheduled	8/26, 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	8/11, PCT106
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Poppy Cat (7.1)
List date and time rescheduled	7/15, 11:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/28, PCT104
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Poppy Cat (7.1)
List date and time rescheduled	7/8, 11:00a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/7, PCT101
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Poppy Cat (7.1)
List date and time rescheduled	8/19, 11:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/4, PCT105
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Poppy Cat (7.1)
List date and time rescheduled	10/13, 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	
Episode #	9/29, PCT113
Reason for Preemption	Sports

Digital Core Program (4 of 18)	Response
Program Title	Justin Time (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 10:30-11am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	"Justin Time" is a new animated program for preschoolers. The show centers on Justin, a young boy who imagines himself traveling around the world at different points in world history. "Justin Time" focuses on imagination, history and travel and introduces audiences to Justin, his imaginary friend Squidy, and his time traveling pal Olive. Imagination and transformation take center stage in each episode when Justin gets excited about a new adventure his bedroom transforms into the destination of the far reaches of his imagination. Adventuring to the ends of the earth throughout human history, Justin and his two pals Olive and Squidgy engage bite-sized historical events while learning the necessities of social interaction and cognition.
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	Justin Time (7.1)
List date and time rescheduled	8/26, 12:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/11, JTM106
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time (7.1)
List date and time rescheduled	7/8, 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/7, JTM 101
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Justin Time (7.1)
List date and time rescheduled	8/19, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/4, JTM105
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Justin Time (7.1)
List date and time rescheduled	7/15, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/28, JTM104
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Justin Time (7.1)
List date and time rescheduled	9/29, 1:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/29,JTM113
Reason for Preemption	Sports

Digital Core Program (5 of 18)	Response
Program Title	Lazytown (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Designed to encourage healthy eating and exercise, "LazyTown" is a mix of live and animated characters that come to life in an energetic and colorful world, motivating kids through play to be active and make positive life choices. LazyTown takes the important lessons of eating right and exercising and makes them simple and fun for both parents and preschoolers. The show was designed to address the development needs of 2-5 year-olds through educational series that promote active, healthy lifestyles for younger children.
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	Lazytown (7.1)
List date and time rescheduled	7/22, 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/28,LZT104
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazytown (7.1)
List date and time rescheduled	8/19,12:00pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/4, LZT108
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Lazytown (7.1)
List date and time rescheduled	10/14, 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	
Episode #	9/29,LZT120
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Lazytown (7.1)
List date and time rescheduled	9/8, 8am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/8,LZT116

Reason for Preemption	Sports
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Digital Preemption Programs #5

Questions	Response
Title of Program	Lazytown (7.1)
List date and time rescheduled	8/26, 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/11, LZT109
Reason for Preemption	Sports

Digital Core Program (6 of 18)	Response
Program Title	The Wiggles (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 11:30am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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 most beloved family entertainers in the world, The Wiggles are a unique and dynamic musical group who entertain children, enchanting them with the pure joy of their own music and dance. The show includes well-crafted songs, interesting lyrics, humor that's spot on for the audience's age group, characters that are intelligently constructed and a dialogue with their audience that's easy to follow and never patronizing. The Wiggles are the world's number one preschool entertainers and have performed over 300 shows to more than 1.5 million fans since 2005 in the United States alone.

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 Wiggles (7.1)
List date and time rescheduled	8/26,1:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	8/11,WIG109
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Wiggles (7.1)
List date and time rescheduled	10/14, 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	
Episode #	9/29, WIG013
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	The Wiggles (7.1)
List date and time rescheduled	9/8, 8:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/8,WIG010
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	The Wiggles (7.1)

List date and time rescheduled	8/19, 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	
Episode #	8/4, WIG108
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	The Wiggles (7.1)
List date and time rescheduled	7/22, 11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/28,WIG102
Reason for Preemption	Sports

Digital Core Program (7 of 18)	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
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 18)	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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of bestselling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters while they travel around Busytown on fun-filled adventures looking for answers to life's puzzles. They are always up for a new adventure and, with everyone driving his or her own unique vehicle, such as the iconic Apple Car and Pickle Car, getting there is half the fun.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 18)	Response
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Program Title	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
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.	This fully-animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 18)	Response
Program Title	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.	This fully-animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 18)	Response
Program Title	Dino Squad (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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This pro-eco animated series concerns five "quirky" high school students who, after being exposed to a heaping helping of primordial ooze, periodically transform into dinosaurs. The purpose for this metamorphosis was so the "Dino Squad" could do battle against evil. Assisting the Squad in their environmentally friendly crusade is their science teacher Ms. Moynihan, who possesses telepathic and other special powers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 18)	Response
Program Title	Dino Squad (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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This pro-eco animated series concerns five "quirky" high school students who, after being exposed to a heaping helping of primordial ooze, periodically transform into dinosaurs. The purpose for this metamorphosis was so the "Dino Squad" could do battle against evil. Assisting the Squad in their environmentally friendly crusade is their science teacher Ms. Moynihan, who possesses telepathic and other special powers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 18)		Response
Program Title		Green Screen Adventures (7.3)
Origination		Network
Days/Times Program Regularly Scheduled		Sunday, 7:00am
Total times aired at regularly scheduled time		14
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 18)	Response
Program Title	Green Screen Adventures (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 7:30am
Total times aired at regularly scheduled time	14
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 18)	Response
Program Title	Green Screen Adventures (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 8:00am
Total times aired at regularly scheduled time	14
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)	Response
Program Title	Green Screen Adventures (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 8:30am
Total times aired at regularly scheduled time	14
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<div> <div> <div>Digital Core Program (17 of 18)</div> <div>Response</div> </div> </div>	
Program Title	Edgemont (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 9am
Total times aired at regularly scheduled time	14
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18)	Response
Program Title	Edgemont (7.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday, 9:30am
Total times aired at regularly scheduled time	14
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Teen Kids (7.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Various
Total times aired at regularly scheduled time:	10
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 education value to its own audience. One of the main objectives of TKN is highlighting positive stories about kids doing amazing things and helping to make the world a better place.
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	

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	Young Icons (7.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Various
Total times aired at regularly scheduled time:	11
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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	

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	Jim McKernan
Address	500 E 4 St
City	Waterloo
State	IA
Zip	50703
Telephone Number	319-291-1200
Email Address	jmckernan@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.	--Partner in Education with a local elementary school. --Several employees are mentors for local students. --KWWL employees speak extensively at elementary and secondary schools throughout the market. --KWWL also provides station tours for school and Scout troops throughout the year.

Other Matters (18)

Other Matters (1 of 18)		Response
Program Title	Noodle and Doodle (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	2 years to 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle inspires preschoolers and grown-ups to MAKE and DO together through cooking and arts and crafts. The series follows hosts Sean and Noodle McNoodle, who drive around in their double-decker bus creating nutritious foods and crafts from recycled materials.	

Other Matters (2 of 18)		Response
Program Title	Pajanimals (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	2 years to 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An original, full-length series for preschoolers designed to help parents and caregivers establish a bedtime routine for their children. From the comfort of their magical bedroom, the Pajanimals share with the audience the last moments of play before the day ends. This special time together leads to different discoveries, but one thing is always clear - the world around them is welcoming and safe, and nighttime is a cozy, special time when accompanied by friendship and a song. The series follows the amazing adventures of four sweet and gentle characters - Sweet Pea Sue the pony, the excitable duck Squacky, the creative cow CowBella and the optimistic puppy Apollo. Through their imaginary journeys, these cuddly musical puppets venture out on amazing adventures of discovery, modeling the skills preschoolers need to move through their days successfully.	

Other Matters (3 of 18)		Response
Program Title	Poppy Cat (7.1)	
Origination	Network	

Days/Times Program Regularly Scheduled	Saturdays 10:00 am
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.	Based on the award-winning books by British illustrator and author Lara Jones, Poppy Cat is an adorable and curious feline who loves to explore with her colorful mix of animal friends. "Poppy Cat" was specifically written, and now animated, for a preschool audience. Each adventure is told from the point-of-view of Lara, a young girl with a vivid imagination and extraordinary storytelling ability who talks to her faithful cat Poppy. They travel to destinations full of fantasy and magic for fun-filled adventures in pirate ships, hot air balloons and rocket rides.

Other Matters (4 of 18)	Response
Program Title	Justin Time (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 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.	"Justin Time" is a new animated program for preschoolers. The show centers on Justin, a young boy who imagines himself traveling around the world at different points in world history. "Justin Time" focuses on imagination, history and travel and introduces audiences to Justin, his imaginary friend Squidy, and his time traveling pal Olive. Imagination and transformation take center stage in each episode when Justin gets excited about a new adventure his bedroom transforms into the destination of the far reaches of his imagination. Adventuring to the ends of the earth throughout human history, Justin and his two pals Olive and Squidgy engage bite-sized historical events while learning the necessities of social interaction and cognition.

Other Matters (5 of 18)	Response
Program Title	Lazytown (7.1)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 11:00am
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.	Designed to encourage healthy eating and exercise, "LazyTown" is a mix of live and animated characters that come to life in an energetic and colorful world, motivating kids through play to be active and make positive life choices. LazyTown takes the important lessons of eating right and exercising and makes them simple and fun for both parents and preschoolers. The show was designed to address the development needs of 2-5 year-olds through educational series that promote active, healthy lifestyles for younger children.

Other Matters (6 of 18)	Response
Program Title	The Wiggles (7.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30am
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 most beloved family entertainers in the world, The Wiggles are a unique and dynamic musical group who entertain children, enchanting them with the pure joy of their own music and dance. The show includes well-crafted songs, interesting lyrics, humor that's spot on for the audience's age group, characters that are intelligently constructed and a dialogue with their audience that's easy to follow and never patronizing. The Wiggles are the world's number one preschool entertainers and have performed over 300 shows to more than 1.5 million fans since 2005 in the United States alone

Other Matters (7 of 18)	Response
Program Title	Green Screen Adventures (7.2)
Origination	Syndicated
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (8 of 18)	Response
Program Title	Busy World of Richard Scarry (7.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Ssaturdays, 9:30am
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.	This fully-animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that is abuzz with energy and life. Young audiences love to sing and laugh along as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile

Other Matters (9 of 18)	Response
Program Title	Wimzie's House (7.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie's House is an educationally entertaining series for preschool kids. The series presents the delightful adventures of Wimzie. Viewers are introduced to topics like friendship, generosity, jealousy, diversity, and sibling rivalry, all from a preschooler's point of view. The award-winning series was created with a renowned team of educational advisors and designed to nurture children's sense of identity, expand their relationships, stimulate their curiosity, and encourage self-expression and self-esteem.

Other Matters (10 of 18)	Response
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Program Title	Wimzie's House (7/2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie's House is an educationally entertaining series for preschool kids. The series presents the delightful adventures of Wimzie. Viewers are introduced to topics like friendship, generosity, jealousy, diversity, and sibling rivalry, all from a preschooler's point of view. The award-winning series was created with a renowned team of educational advisors and designed to nurture children's sense of identity, expand their relationships, stimulate their curiosity, and encourage self-expression and self-esteem.

Other Matters (11 of 18)	Response
Program Title	Country Mouse, City Mouse (7.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays,11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Country mouse Emily and her cousin from the big city, Alexander, visit each other and have adventures together at the turn of the century. They always seem to run into trouble and bother with humans, other animals and exciting situations, but when they put their heads together, they can solve any problem. And in the process, they learn about the places they visit and the things they see.

Other Matters (12 of 18)	Response
Program Title	Danger Rangers (7.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Safety for children around the world is what is most important to the Danger Rangers. Unintentional injury is the leading cause of death among children ages 14 and under in the United States. With some help from the Danger Rangers, young viewers learn how to stay safe on the school bus, in the home, and other important places.

Other Matters (13 of 18)	Response
Program Title	Green Screen Adventures (7.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7:00am
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Other Matters (14 of 18)	Response
Program Title	Green Screen Adventures (7.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7:30am
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.	Educational goals for Green Screen Adventures are to encourage children to be enthusiastic about writing and reading; to help students build a foundation for writing, critical thinking, and problem solving; to promote character development as the cast demonstrates cooperation and mutual respect; and to provide educators with innovative and entertaining ways to enhance student learning In addition to academic skills, Green Screen Adventures focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Other Matters (15 of 18)	Response
Program Title	Cookin' with Cutty (7.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 8:00am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Cookin' With Cutty" promotes positive health and nutrition lifestyle choices for children and their parents. Fast-paced, high-energy segments featuring Cutty, Lisa, Blakely & the Kids focus on the benefits of eating well, exercising and being tobacco free. The mission is to encourage good health, nutrition and fitness habits to children around the world, with the hopes they will carry them into their adulthood.

Other Matters (16 of 18)	Response
Program Title	Kids Cooking for Kids (7.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 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.	Mike and Will are twin brothers who love to eat. Their weekly TV show is based on experiences that began when the boys were only 5 years old. They want to share their love of cooking and eating, with as many kids as possible. In each episode, Mike and Will demonstrate how to cook a particular dish, emphasizing the importance of good nutrition, kitchen safety and a healthy lifestyle.

Other Matters (17 of 18)	Response
Program Title	Mad About (7.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 9:00am
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.	Mad About is a half hour sketch- comedy/ variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improve, animation and viewer-generated video. Mad About conveys important messages about life skills such as personal finance, health & nutrition, fitness, conservation, and decision making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.
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Other Matters (18 of 18)	Response
Program Title	Edgemont (7.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is designed to entertain, inform, and educate its core teen audience about issues that arise in school and at home. The story lines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship, and romantic relationships, to ethical and moral choices.

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.