



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-118857** | Submit Date: **04/06/2011** | Call Sign: **WOWT** | Facility ID: **65528** | City: **OMAHA** | State: **NE**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/06/2011** | Filing Status: **Active**

## Report reflects information for : First Quarter of 2011

### General Information

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

**Applicant  
Information**

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

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

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**Contact  
Representatives  
(0)**

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

**Children's  
Television  
Information**

| Section      | Question              | Response            |
|--------------|-----------------------|---------------------|
| Station Type | Station Type          | Network Affiliation |
|              | Affiliated network    | NBC                 |
|              | Nielsen DMA           | Omaha               |
|              | Web Home Page Address | www.wowt.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 Program (1 of 12)   | Response   |
|--|--|
| Program Title  | TURBO DOGS - PRIMARY DIGITS (NBC)  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAYS, 9A  |
| Total times aired at regularly scheduled time  | 13   |
| Total times aired  | 13   |
| Number of Preemptions  | 0  |
| Number of Preemptions for other than Breaking News   |  |
| Number of Preemptions Rescheduled  | 1  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | TURBO DOGS IS A SHOW ABOUT SIX CANINE FRIENDS WHO HAVE THEIR OWN DISTINCT CHARACTERISTICS BUT SHARE A COMMON LOVE OF RACING CARS. THE FASTEST DOGS IN RACERVILLE, THE TURBO DOGS OFTEN COMPETE WITH ONE ANOTHER IN RACES. THE DOGS EACH HAVE THEIR OWN RACERS, WHICH THEY MAINTAIN REGULARLY, AND THAT ARE EQUIPPED WITH INDIVIDUAL GPS SYSTEMS TO HELP AND GUIDE THEM. EACH STORY BEGINS WITH ONE OF THE TURBO DOGS ENCOUNTERING A PROBLEM THAT MUST BE RESOLVED WHILE PREPARING TO COMPETE. USUALLY THE TURBO DOG LEARNS HIS/HER LESSON THROUGH EXPERIENCE AND ACCOUNTABILITY FOR NEGATIVE BEHAVIOR. SOCIAL-EMOTIONAL MESSAGES ABOUT SPORTSMANSHIP, TEAMWORK, COOPERATION AND FAIRNESS DEVELOPED IN THE STORY ARE EMPHASIZED IN A SEPARATE TAG AT THE END OF EACH EPISODE. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (2 of 12)   | Response  |
|--|---|
| Program Title  | SHELLDON - PRIMARY DIGITAL (NBC)  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAYS, 9:30A  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  | 13  |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  | 1   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 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 THAT TAKES PLACE IN SHELL LAND, A MYTHICAL UNDERSEA WORLD POPULATED BY CHARACTERS FROM A WIDE ARRAY OF WATER-DWELLING SPECIES. THE MAIN CHARACTER, SHELLDON, IS AN ORPHANED YOKA SHELL MOLLUSK ADOPTED BY THE CLAM FAMILY AND LIVING WITH THEM IN THE FAMILY-OWNED CHARMING CLAM INN. DR. SHELL, AN ELDER AND VENERATED INVENTOR, AND CONNIE, A COWRY SHELL CLASSMATE OF SHELLDON'S ALSO LIVE AT THE INN. SHELLDON AND HIS BUDDIES ALWAYS WORK TOGETHER AND SOLVE PROBLEMS THAT THEY FACE IN SCHOOL OR IN THE COMMUNITY. A RECURRING PROBLEM IS TO STAUNCH THE PLANS OF THE LOCAL MILLIONAIRE, CECIL CRACKEN, WHOSE GREED PUTS MAKING MONEY OVER PROTECTING THE ENVIRONMENT. DR. SHELL IS TYPICALLY THE CHILDREN'S KEY PROVIDER OF KNOWLEDGE AND OTHER RESOURCES. IN EACH EPISODE, THE CHILDREN LEARN A SIGNIFICANT SOCIAL-EMOTIONAL LESSON AND ALSO SHARE INFORMATION RELATING TO THEIR OCEAN HABITAT AND ENVIRONMENTAL PROTECTION. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (3 of 12)   | Response  |
|--|---|
| Program Title  | THE MAGIC SCHOOLBUS - PRIMARY DIGITAL (NBC)   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAYS, 10A  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  | 1   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  | 1   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 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. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (4 of 12) | Response |
|--------------------------------|----------|
|--------------------------------|----------|

|  |  |
|--|--|
| Program Title  | BABAR - PRIMARY DIGITAL (NBC)  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | SATURDAYS, 10:30A  |
| 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 series about 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 carries with it a social-emotional message that is established at the end of Babar's 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 - PRIMARY DIGITAL (NBC) |
| List date and time rescheduled   | 1/2/2011, 11AM                |
| Is the rescheduled date the second home?   | Yes                           |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                           |
| Date Preempted   | 2011-01-01                    |
| Episode #  |                               |
| Reason for Preemption  | Public Interest               |

#### Digital Core Program (5 of 12)

#### Response

|               |   |
|---------------|---|
| Program Title | WILLA'S WILD LIFE - PRIMARY DIGITAL (NBC) |
| Origination   | Network                                   |



|  |  |
|--|--|
| Days/Times Program Regularly Scheduled   | SATURDAYS, 11A   |
| 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 a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets: an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. |
| 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 - PRIMARY DIGITAL (NBC) |
| List date and time rescheduled           | 1/1/2011, 6PM                             |
| Is the rescheduled date the second home? | Yes                                       |

|  |                 |
|--|-----------------|
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes             |
| Date Preempted   | 2011-01-01      |
| Episode #  |                 |
| Reason for Preemption  | Public Interest |

| <b>Digital Core Program (6 of 12)</b>  |   |
|--|---|
|  | <b>Response</b>   |
| Program Title  | PEARLIE - PRIMARY DIGITAL (NBC)   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAYS, 11:30a   |
| 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 - PRIMARY DIGITAL (NBC) |
| List date and time rescheduled   | 1/1/2011, 6:30PM                |
| Is the rescheduled date the second home?   | Yes                             |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes                             |
| Date Preempted   | 2011-01-01                      |
| Episode #  |                                 |
| Reason for Preemption  | Public Interest                 |

| Digital Core Program (7 of 12)                     | Response  |
|--|---|
| Program Title                                      | PLANET-X I - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled             | MONDAYS, 10AM                                     |
| Total times aired at regularly scheduled time      | 13  |
| Total times aired                                  | 4   |
| Number of Preemptions                              | 0   |
| Number of Preemptions for other than Breaking News |   |
| Number of Preemptions Rescheduled                  | 1   |
| Length of Program                                  | 30 mins   |

|  |   |
|--|---|
| Age of Target Child Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. NOTE: THIS PROGRAM MOVED TO 10A EFFECTIVE 11/01/10. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| <b>Digital Core Program (8 of 12)</b>              | <b>Response</b>                                    |
|--|--|
| Program Title                                      | PLANET-X II - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled             | MONDAYS, 10A                                       |
| Total times aired at regularly scheduled time      | 13   |
| Total times aired                                  | 4  |
| Number of Preemptions                              | 0  |
| Number of Preemptions for other than Breaking News |  |
| Number of Preemptions Rescheduled                  | 1  |
| Length of Program                                  | 30 mins  |

|  |  |
|--|--|
| Age of Target Child Audience   | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. NOTE: THIS PROGRAM MOVED TO 10:30A EFFECTIVE 11/01/10. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| <b>Digital Core Program (9 of 12)</b>              | <b>Response</b>                                     |
|--|---|
| Program Title                                      | PLANET-X III - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled             | TUESDAYS, 9:30A                                     |
| Total times aired at regularly scheduled time      | 13  |
| Total times aired                                  | 4   |
| Number of Preemptions                              | 0   |
| Number of Preemptions for other than Breaking News |   |
| Number of Preemptions Rescheduled                  | 1   |
| Length of Program                                  | 30 mins   |

|  |   |
|--|---|
| Age of Target Child Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. NOTE: THIS PROGRAM MOVED TO 10A EFFECTIVE 11/02/10. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| <b>Digital Core Program (10 of 12)</b>             | <b>Response</b>                                    |
|--|--|
| Program Title                                      | PLANET-X IV - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled             | TUESDAYS, 10A                                      |
| 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   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. NOTE: THIS PROGRAM MOVED TO 10A EFFECTIVE 11/02/10. |
| 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   | PLANET-X IV - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| List date and time rescheduled   | 1/6/2011, 10:30AM                                  |
| Is the rescheduled date the second home?   | Yes  |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes  |
| Date Preempted   | 2011-01-04   |
| Episode #  |  |
| Reason for Preemption  | Sports   |

| Digital Core Program (11 of 12)               | Response  |
|---|---|
| Program Title                                 | PLANET-X V - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination                                   | Network   |
| Days/Times Program Regularly Scheduled        | WEDNESDAYS, 9:30A                                 |
| Total times aired at regularly scheduled time | 13  |

|  |   |
|--|---|
| Total times aired  | 4   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  | 1   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2)informational and educational elements on sports training tips from athletes, (3)information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. NOTE: THIS PROGRAM MOVED TO 10A EFFECTIVE 11/03/10. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| <b>Digital Core Program (12 of 12)</b>        | <b>Response</b>                                    |
|---|--|
| Program Title                                 | PLANET-X VI - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination                                   | Network  |
| Days/Times Program Regularly Scheduled        | WEDNESDAYS, 10A                                    |
| 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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2)informational and educational elements on sports training tips from athletes, (3)information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. NOTE: THIS PROGRAM MOVED TO 10:30A EFFECTIVE 11/03/10. |
| 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  | Gail Backer  |
| Address   | 3501 Farnam Street   |
| City  | Omaha  |
| State   | NE   |
| Zip   | 68131  |
| Telephone Number  | 402.233.7808   |
| Email Address   | gail.backer@wowt.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. | <p>General Audience E/I Programming: "A Place for all: Faith and Community for People with Disabilities" (A Horizons of the Spirit Special) Sunday, 1/2/2011, 12-1pm Duration: 60 Minutes this special explored how faiths have moved toward inclusivity as they help ease the social isolation that often plagues the one out of five Americans with disabilities. The program highlights the stories of people with disabilities who have been welcomed as valued members of their communities and have found strength allowing them and others to see past their disabilities. "American Heart Association presents Speak Up to Save Lives" Saturday, 2/5/2011, 6:30-7p Duration: 30 Minutes This special hosted by Hoda Kotb of NBC educates viewers on the importance of hearth health. With celebrity guests, situations of inspiration were shown encouraging women (and their families) to make lifestyle changes that have a positive impact on their heart health. "WOWT presents the 5th Annual Omaha Entertainment &amp; Arts Awards" Saturday, 2/19/2011, 6:30-7p Duration: 30 Minutes WOWT aired an edited version of the Omaha Entertainment &amp; Arts Awards program highlighting arts within the community and honoring award recipients. "Child Hunger ends Here: A Special Report" Saturday, 3/19/2011, 6:30-7p Duration: 30 Minutes This program launched a national campaign to fight child hunger. Hosted by Natalie Morales and Al Roker of NBC, the special took an in-depth look at child hunger in America to raise awareness about an issue that is on the rise in every community and every neighborhood and shared the campaign details giving viewers the opportunity to participate in wiping out child hunger. "The More You Know" public campaign's website (themoreyouknow.com) provides indepth referral information in connection with the on-air public service announcements. Content includes: video of all current PSAs, a general campaign overview, message boards, press releases, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.</p> |

**Other Matters (12)**

| <b>Other Matters (1 of 12)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | TURBO DOGS - PRIMARY DIGITAL (NBC)   |
| Origination  | Network  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS, 9A  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13   |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience<br>from   | 4 years to 8 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. | TURBO DOGS IS A SHOW ABOUT SIX CANINE FRIENDS WHO HAVE THEIR OWN DISTINCT CHARACTERISTICS BUT SHARE A COMMON LOVE OF RACING CARS. THE FASTEST DOGS IN RACERVILLE, THE TURBO DOGS OFTEN COMPETE WITH ONE ANOTHER IN RACES. THE DOGS EACH HAVE THEIR OWN RACERS, WHICH THEY MAINTAIN REGULARLY, AND THAT ARE EQUIPPED WITH INDIVIDUAL GPS SYSTEMS TO HELP AND GUIDE THEM. EACH STORY BEGINS WITH ONE OF THE TURBO DOGS ENCOUNTERING A PROBLEM THAT MUST BE RESOLVED WHILE PREPARING TO COMPETE. USUALLY THE TURBO DOG LEARNS HIS/HER LESSON THROUGH EXPERIENCE AND ACCOUNTABILITY FOR NEGATIVE BEHAVIOR. SOCIAL-EMOTIONAL MESSAGES ABOUT SPORTSMANSHIP, TEAMWORK, COOPERATION AND FAIRNESS DEVELOPED IN THE STORY ARE EMPHASIZED IN A SEPARATE TAG AT THE END OF EACH EPISODE. |

| <b>Other Matters (2 of 12)</b>                            | <b>Response</b>                  |
|---|----------------------------------|
| Program Title   | SHELLDON - PRIMARY DIGITAL (NBC) |
| Origination   | Network                          |
| Days/Times<br>Program<br>Regularly<br>Scheduled           | SATURDAYS, 9:30A                 |
| Total times<br>aired at<br>regularly<br>scheduled<br>time | 13                               |
| Length of<br>Program                                      | 30 mins                          |
| Age of<br>Target Child<br>Audience<br>from                | 4 years to 8 years               |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | SHELLDON IS AN ANIMATED SERIES THAT TAKES PLACE IN SHELL LAND, A MYTHICAL UNDERSEA WORLD POPULATED BY CHARACTERS FROM A WIDE ARRAY OF WATER-DWELLING SPECIES. THE MAIN CHARACTER, SHELLDON, IS AN ORPHANED YOKA SHELL MOLLUSK ADOPTED BY THE CLAM FAMILY AND LIVING WITH THEM IN THE FAMILY-OWNED CHARMING CLAM INN. DR. SHELL, AN ELDER AND VENERATED INVENTOR, AND CONNIE, A COWRY SHELL CLASSMATE OF SHELLDON'S ALSO LIVE AT THE INN. SHELLDON AND HIS BUDDIES ALWAYS WORK TOGETHER AND SOLVE PROBLEMS THAT THEY FACE IN SCHOOL OR IN THE COMMUNITY. A RECURRING PROBLEM IS TO STAUNCH THE PLANS OF THE LOCAL MILLIONAIRE, CECIL CRACKEN, WHOSE GREED PUTS MAKING MONEY OVER PROTECTING THE ENVIRONMENT. DR. SHELL IS TYPICALLY THE CHILDREN'S KEY PROVIDER OF KNOWLEDGE AND OTHER RESOURCES. IN EACH EPISODE, THE CHILDREN LEARN A SIGNIFICANT SOCIAL-EMOTIONAL LESSON AND ALSO SHARE INFORMATION RELATING TO THEIR OCEAN HABITAT AND ENVIRONMENTAL PROTECTION. |
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| Other Matters (3 of 12) | Response |
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|---|--|
| Program Title                                 | THE MAGIC SCHOOL BUS - PRIMARY DIGITAL (NBC) |
| Origination                                   | Network                                      |
| Days/Times Program Regularly Scheduled        | SATURDAYS, 10A                               |
| Total times aired at regularly scheduled time | 13   |
| Length of Program                             | 30 mins                                      |
| Age of Target Child Audience from             | 4 years to 8 years                           |

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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip 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. |
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| Other Matters (4 of 12) | Response |
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|---|-------------------------------|
| Program Title                                 | BABAR - PRIMARY DIGITAL (NBC) |
| Origination                                   | Network                       |
| Days/Times Program Regularly Scheduled        | SATURDAYS, 10:30A             |
| Total times aired at regularly scheduled time | 13                            |
| Length of Program                             | 30 mins                       |

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| Age of Target Child Audience from | 4 years to 8 years |
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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Babar is a series about 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 carries with it a social-emotional message that is established at the end of Babar's story. |
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**Other Matters (5 of 12)**      **Response**

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|---------------|---|
| Program Title | WILLA'S WILD LIFE - PRIMARY DIGITAL (NBC) |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | SATURDAYS, 11A |
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| Total times aired at regularly scheduled time | 13 |
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|-------------------|---------|
| Length of Program | 30 mins |
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|-----------------------------------|--------------------|
| Age of Target Child Audience from | 4 years to 8 years |
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| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Willa's Wild Life is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets: an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. |
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**Other Matters (6 of 12)**      **Response**

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|---------------|---------------------------------|
| Program Title | PEARLIE - PRIMARY DIGITAL (NBC) |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | SATURDAYS, 11:30A |
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| Total times aired at regularly scheduled time | 13 |
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|  |   |
|--|---|
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 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 |
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|---|---|
| Program Title                                 | PLANET-X I - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination                                   | Network   |
| Days/Times Program Regularly Scheduled        | MONDAYS, 10A                                      |
| 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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. |
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| Other Matters (8 of 12) | Response |
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| Program Title | PLANET-X II - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination   | Network  |



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|--|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | MONDAYS, 10:30A   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child<br>Audience from  | 13 years to 16 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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2)informational and educational elements on sports training tips from athletes, (3)information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. |

| <b>Other Matters<br/>(9 of 12)</b>   | <b>Response</b>   |
|--|---|
| Program Title  | PLANET-X III - SECONDARY DIGITAL (UNIVERSAL SPORTS)   |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | TUESDAYS, 10A   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child<br>Audience from  | 13 years to 16 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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2)informational and educational elements on sports training tips from athletes, (3)information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. |

| <b>Other Matters<br/>(10 of 12)</b>  | <b>Response</b>   |
|--|---|
| Program Title  | PLANET-X IV - SECONDARY DIGITAL (UNIVERSAL SPORTS)  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | TUESDAYS, 10:30A  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |
| Length of<br>Program   | 30 mins   |
| Age of Target<br>Child<br>Audience from  | 13 years to 16 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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. |

| <b>Other Matters<br/>(11 of 12)</b>                       | <b>Response</b>                                   |
|---|---|
| Program Title   | PLANET-X V - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
| Origination   | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled           | WEDNESDAYS, 10A                                   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time | 13  |
| Length of<br>Program                                      | 30 mins   |
| Age of Target<br>Child<br>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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. |
|--|---|

**Other Matters  
(12 of 12)**

**Response**

|               |  |
|---------------|--|
| Program Title | PLANET-X VI - SECONDARY DIGITAL (UNIVERSAL SPORTS) |
|---------------|--|

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| Origination | Network |
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|--|--------------------|
| Days/Times Program Regularly Scheduled | WEDNESDAYS, 10:30A |
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|---|----|
| 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. | Planet X is an E/I video sports and fitness based TV series for children 13 - 16 years old. Each episode mixes action & extreme sports content within a balanced and well produced program that features (1) inspiring sports & fitness themes, angles and stories, (2) informational and educational elements on sports training tips from athletes, (3) information on how to get involved in dozens of sports and fitness programs, coverage of sports and products from an insider's perspective, (4) regular travel and cultural experiences via foreign adventure feature shows all around the world and much more! Topics covered each week include health & fitness, world and local travel and culture, ocean ecology and numerous sports angles including events, training, tips, athletes, lifestyle and more. |
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## Certification

| Question   | Response  |
|--|---|
| <p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><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/>Licensee,<br/>LLC</b></p> |

## Attachments

No Attachments.