



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003613825** | File Number: **CPR-121017** | Submit Date: **07/01/2011** | Call Sign: **WLVI** | Facility ID: **73238** | City:
CAMBRIDGE | State: **MA**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/01/2011 | Filing Status: **Active**

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

General
Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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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	CW
	Nielsen DMA	Boston
	Web Home Page Address	www.cw56.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(7)

Digital Core Program (1 of 7)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7:30AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team learns about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop new ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally the show provides weekly practical tips that teens, and people of all ages can use in their daily lives.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 8:00AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Sports Stars of Tomorrow" profiles the top national and local college, high school and youth sports talent, providing an in-depth, storytelling look at the hard work and dedication it takes to achieve their goals. Sports Stars of Tomorrow will inspire and set a peer-to-peer example for today's teams.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)		Response
Program Title		Animal Atlas
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays, 8:30AM
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		13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Animal Atlas" is an entertaining and educational half-hour wildlife program that introduces young viewers to every kind of animal imaginable from all over the world. The program promotes a better understanding of how species live and what they need to survive. Viewers discover how animals find food, how family units operate and how they play. Along the way, the program also educates the audience about endangered species and how to support wildlife conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 7)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Aqua Kids" is a weekly half-hour program that strives to inspire kids to take charge of their environment. Each week the kids visit a variety of water environments--from water management facilities to fresh water and brackish streams, to the oceans of the world--with the intent to motivate kids to become active citizens on the issue of water pollution. Every episode presents an important lesson on conservation of the water environments of the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Into the Wild" is based around Jack Hanna traveling around the world with his friends and family, taking viewers to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 7)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:00AM and 7:30AM
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Young Tony Jones is an average teen from Earth who finds himself mysteriously transported to the magical world of Magi-Nation. In these Moonlands, Tony befriends two young Magi heroes-in-training who join him on a journey to defeat the evil Shadow Magi who are out to rule their world. Along with their trusty collection of Dream Creatures, these new friends must solve riddles, battle evil and discover the secrets hidden in each region on the Moonlands. During their adventures they just might discover some secrets about themselves!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)		Response
Program Title		Gina D's Kids Club (Digital Multicast Only, Ch. 56.2)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays, 7AM, 7:30AM, 8AM,8:30AM, 9AM, 9:30AM
Total times aired at regularly scheduled time		78
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D's Kids Club is a family-friendly educational television program for pre-schoolers. Specifically themed shows address the learning needs and potential of young children as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model who connects with her young viewers in a gentle, caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and behaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state-of-the-art computer animation and original positive songs and characters.
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	Joan McCready
Address	7 Bulfinch Place
City	Boston
State	MA
Zip	02114
Telephone Number	(617) 725-0672
Email Address	jmccready@whdh.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>On December 1, 2006, an application for the renewal of the license of WLVI was filed timely with the FCC. That license renewal application remains pending. WLVI completed its DTV transition and terminated all analog operations by June 12, 2009. On January 25, 2011 the station launched The Country Network (TCN) as a digital subchannel. Children's programming information for TCN is included in this report.</p> <p>EXHIBIT "A" - PUBLIC SERVICE ANNOUNCEMENTS: For a complete listing of public service announcements designed specifically for children, please refer to WLVI's Public Inspection File, located at 7 Bulfinch Place, Boston.</p> <p>EXHIBIT "B" - NON-BROADCAST EFFORTS: The following events were publicized on the Kids Calendar section of the station's website: CastleKids Story Hour at the Higgins Armory Museum in Worcester, MA Party for the Planet at the Franklin Zoo in Boston, Ma Green Earth Festival at the South Shore Science Center in Norwell, Ma Meet the Cows at Appleton Farms in Ipswich, MA April Showers Bring May Flowers at the Jackson Homestead and Museum in Newton, MA A Sailor's Life at the Bostonian Society in Boston, MA Bunny Bonanzoo at the Stone Zoo in Stoneham, MA Winslow Farm Easter Egg Hunt at the Winslow Farm in Norton, MA Vacation Week Fun at the Higgins Armory Museum in Worcester, Ma Nature-Inspired Fun at the Discovery Museum in Acton, Ma Spring Fling Week at the Buttonwood Park Zoo in New Bedford, MA April Vacation Week with the Children's Museum of Easton in North Easton, Ma April Vacation Week: Nature's Design at the Habitat in Belmont, MA Girl Scouts April Vacation Camp at the Girl Scouts of Eastern Massachusetts in Boston, Ma International Children's Culture Fair at the Boston Children's Museum in Boston, Ma M is for Museum at the Wenham Museum in Wenham, MA Wool Days at Old Sturbridge Village in Sturbridge, MA Healthy Kids Day at Oak Square YMCA in Brighton, MA The Duckling Day Parade at the Boston Common in Boston, Ma Franklin Park Kite and Bike Festival at the Franklin Park in Dorchester, MA Happy Birthday Rhode Island at the Providence Children's Museum in Providence, RI Fairies in the Garden at the New England Wildflower Society in Framingham, MA Mad Hatter Tea Party at the Children's Museum in North Easton, Ma Budding Scientists at the EcoTarium in Worcester, MA Windrush Farm's Annual Family Festival at the Windrush Farm in Boxford, MA Dairy Day at the Drumlin Farm Wildlife Sanctuary in Lincoln, MA Teddy Bear Check-up at the Stone Zoo in Stoneham, Ma Audubon Nature Festival at the Ipswich River Wildlife Sanctuary in Topsfield, MA Catch the Reading Bug in Gloucester, MA Get to know Our Flag at the National Heritage Museum in Lexington, Ma Dolly N' Me Tea Party at the Winnekenni Castle in Haverhill, Ma Weaving Wonders at the Providence Children's Museum in Providence, RI Everett Public Schools Special Olympics Field Day Games at the Everett Memorial Stadium in Everett, MA Friday Evening Hayrides at the Drumlin Farm Wildlife Sanctuary in Lincoln, MA Spring Open House-Discovery Days at the North River Wildlife Sanctuary in Marshfield, MA Music and Art Weekend at the Old Sturbridge village in Sturbridge, MA Story time at the Dover Town Library in Dover, Ma Nashua Family Fun Day at the Holman Stadium in Nashua, NH Outdoor Story Hour at the Weir River Farm in Hingham, MA June Programs at the Discovery Museum in Acton, MA Tours of the station's newsroom were conducted for the following groups during this quarter: April 20: Girl Scout troop of Danvers April 22: Introductory Filmmaking class from Dartmouth Middle School May 4: 5th grade-Ambrose Elementary Winchester(mentoring program) May 10: TV Production Class from Andover, MA May 17: Girls Scouts from Dover, MA May 26: Students from Andover High School June 1: Broadcast Management class from Northeastern University June 17: Winners from Project Bread's Eating Healthy video cont</p>
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Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 7:30-8:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team learns about global warming by asking questions to discover the truths and myths of the global warming issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop new ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally the show provides weekly practical tips that teens, and people of all ages can use in their daily lives.

Other Matters (2 of 7)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 8:00-8:30AM
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.	"Sports Stars of Tomorrow" profiles the top national and local college, high school and youth sports talent, providing an in-depth, storytelling look at the hard work and dedication it takes to achieve their goals. Sports Stars of Tomorrow will inspire and set a peer-to-peer example for today's teams.

Other Matters (3 of 7)	Response
Program Title	Animal Atlas
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays, 8:30-9:00AM
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.	"Animal Atlas" is an entertaining and educational half-hour wildlife program that introduces young viewers to every kind of animal imaginable from all over the world. The program promotes a better understanding of how species live and what they need to survive. Viewers discover how animals find food, how family units operate and how they play. Along the way, the program also educates the audience about endangered species and how to support wildlife conservation.
Other Matters (4 of 7)	
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 9:00-9:30AM
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.	"Aqua Kids" is a weekly half-hour program that strives to inspire kids to take charge of their environment. Each week the kids visit a variety of water environments--from water management facilities to fresh water and brackish streams, to the oceans of the world--with the intent to motivate kids to become active citizens on the issue of water pollution. Every episode presents an important lesson on conservation of the water environments of the world.
Other Matters (5 of 7)	
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 9:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
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Other Matters (6 of 7)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7:00 and 7:30AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
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Other Matters (7 of 7)	Response
Program Title	Gina D's Kids Club (Digital Multicast Only - Channel 56.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 7AM, 7:30AM, 8AM, 8:30AM, 9AM, 9:30AM
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years

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

Gina D's Kids Club is a family-friendly educational television program for pre-schoolers. Specifically themed shows address the learning needs and potential of young children as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation. The show is hosted by a positive adult female role model who connects with her young viewers in a gentle, caring way in the same familiarity that children associate with their mothers. The major premise of Gina D's Kids Club is establishing and reinforcing positive values and behaviors through original songs and character performances that children will choose to adopt and imitate. Scripts are designed to promote actions that support interpersonal skills such as helping others, negotiation, cooperation, sharing and tolerance with an ending (Gina D's letter to grandma) that reinforces those educational objectives. Content is lively and fun, produced with state-of-the-art computer animation and original positive songs and characters.

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>WHDH-TV, Inc.</p>

Attachments

No Attachments.