



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022238794** | File Number: **CPR-153699** | Submit Date: **04/09/2014** | Call Sign: **WPMI-TV** | Facility ID: **11906**
City: **MOBILE** | State: **AL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/09/2014 | Filing Status: **Active**

Report reflects information for : First Quarter of 2014

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
	Nielsen DMA	Mobile-Pensacola
	Web Home Page Address	WWW.LOCAL15TV.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	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 9:30AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program features creating art projects and cooking projects around a specific theme. Noodle & Doodle along with host, Sean, demonstrate step-by-step how to projects, encouraging parent engagement and often feature families working together to make something to display within the child's home. The art projects typically promote utilizing recycled materials in order to demonstrate that objects can be repurposed. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 12)	Response
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10AM
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	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Justin is a little boy who wants to master his destiny, have great adventures and solve problems. The episodes begin with Justin being vexed with a problem and he daydreams himself along with his imaginary friends into an adventure which takes him to different places around the world and also provides him with an experience that helps him solve the problem when he returns home. Through the daydreams, Justin learns that it takes focus to achieve success, failure can teach what to do the next time to succeed and if one way to solve a problem doesn't work, you can find another way to get to your goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 12)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM
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	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 12)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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 program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.
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
List date and time rescheduled	MARCH 29TH AT 12PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	MARCH 15TH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	FEB 8TH AT 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEB 8TH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	LAZYTOWN
List date and time rescheduled	FEB 22ND AT 8:00AM
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEB 22ND
Reason for Preemption	Sports

Digital Core Program (6 of 12)	
	Response
Program Title	MAKE WAY FOR NODDY
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY
Total times aired at regularly scheduled time	7
Total times aired	13
Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
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.	Make Way for Noddy is based on a recurring character in the Enid Blyton book series for very young readers. Noddy, a boy doll, lives in a little cottage in the village of Toy Town. He tools around in his sporty convertible, delivers the mail, and is a friend to all. Because he is very kind to others, he invariably is asked to help solve problems. But because he doesn't know everything, he also has a lot to learn. In each episode Noddy actively finds a way manage a project, soothe hurt feelings, settle arguments, or learn how to do something new by following directions. The examples in each episode are age appropriate challenges for children in the target audience and model clear and concrete solutions to problems. THIS PROGRAM AIRS ON THE MAIN DIGITAL STREAM.

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	MAKE WAY FOR NODDY
List date and time rescheduled	JAN 18TH AT 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JAN 18TH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	MAKE WAY FOR NODDY
List date and time rescheduled	JAN 11TH AT 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	JAN 11TH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	MAKE WAY FOR NODDY
List date and time rescheduled	FEB 22ND AT 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEB 22ND
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	MAKE WAY FOR NODDY
List date and time rescheduled	MARCH 29TH AT 12:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	MARCH 15TH
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	MAKE WAY FOR NODDY
List date and time rescheduled	FEB 1ST AT 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEB 1ST
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	MAKE WAY FOR NODDY
List date and time rescheduled	FEB 8TH AT 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	FEB 8TH
Reason for Preemption	Sports

Digital Core Program (7 of 12)		Response
Program Title	ANIMAL RESCUE	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 10AM	
Total times aired at regularly scheduled time	13	

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"ANIMAL RESCUE" FEATURES SAFETY TIPS AND INFORMATION ABOUT VARIOUS ANIMALS AND THEIR HABITATS. THE PROGRAM ALSO SHOWS REAL-LIFE EXPERIENCES OF PROFESSIONAL AND ORDINARY PEOPLE TAKING CARE OF, TREATING AND HELPING VARIOUS ANIMALS, AS WELL AS EXHIBITING GOOD SOCIAL RESPONSIBILITY AND PROMOTING STRONG PERSONAL AND COMMUNITY VALUES. THE PROGRAM SHOWCASES SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS AND FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED, OR ABUSED ANIMALS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12) Response	
Program Title	BIZ KIDS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"BIZ KIDS" FOCUSES ON FINANCIAL LITERACY AND ENTREPRENEURSHIP FOR TEENS. USING A MIX OF STRONG FINANCIAL EDUCATION TOOLS, DYNAMIC SKETCH COMEDY, AND INSPIRING TRUE STORIES OF YOUNG ENTREPRENEURS, "BIZ KIDS" PROVIDES IMPORTANT INFORMATION FOR FUTURE FINANCIAL SUCCESS. EACH EPISODE FEATURES MATH, LANGUAGE ARTS, AND SOCIAL STUDIES, AS WELL AS TEACHING TEENS ABOUT MONEY AND BUSINESS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 12)		Response
Program Title		DOG TALES
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAY 11AM
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.	"DOG TALES" SHOWCASES INSTRUCTIONS FOR YOUNG VIEWERS ON THE PROPER CARE OF PETS AND PROVIDES SAFETY, HEALTH, AND TRAINING TIPS THAT ARE USEFUL FOR ALL KINDS OF DOGS. "DOG TALES" EMPHASIZES RESPONSIBLE PET OWNERSHIP, COMPASSION FOR ALL LIVING CREATURES, AND PROMOTES STRONG PERSONAL AND COMMUNITY VALUES IN AN ENTERTAINING AND INFORMATIVE FORMAT. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	DRAGONFLY TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12PM
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.	"MISSING" FOCUSES ON ACTUAL CASES OF MISSING PERSONS. "MISSING" PROVIDES INFORMATION AND DESCRIPTIONS OF MISSING CHILDREN, INCLUDING ENDANGERED RUNAWAYS AS WELL AS VICTIMS OF ABDUCTIONS. THE SHOW ALSO PRESENTS PEER-TO-PEER ADVICE ON SAFETY IN PUBLIC PLACES AND IN CYBER-SPACE, INCLUDING REAL-WORLD EXAMPLES OF HOW TO AVOID POTENTIALLY DANGEROUS SITUATIONS. THE PROGRAM EMPHASIZES TAKING ACTIVE RESPONSIBILITY FOR PERSONAL SAFETY AND PROMOTES SITUATIONAL AWARENESS, PRESENTED IN A CALM AND NON-THREATENING MANNER SUITED FOR TEENS. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	THINK BIG
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"THINK BIG" FEATURES TOP KID INVENTORS WHO FACE OFF AGAINST EACH OTHER IN AN INVENT-OFF TO SEE WHO CAN COME UP WITH THE MOST INNOVATIVE AND CREATIVE INVENTION. EACH EPISODE IS SET UP IN THE "THINK TANK," A STUDIO FILLED WITH ART SUPPLIES AND CONSTRUCTION MATERIALS. TWO TEAMS BRAINSTORM, CHOOSE MATERIALS, AND THEN SKETCH, DESIGN, AND BUILD THEIR OWN IDEA. ONCE FINISHED, THE INVENTIONS ARE PRESENTED TO A JUDGE WHICH DETERMINES THE WINNER. "THINK BIG" ENCOURAGES PROBLEM-SOLVING SKILLS, CREATIVITY, INNOVATION, MARKETING, DESIGN, AND TEAMWORK. THIS PROGRAM AIRS ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.
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	RAYMOND WILSON
Address	661 AZALEA ROAD
City	MOBILE
State	AL
Zip	36609-1515
Telephone Number	251-602-1500
Email Address	WWILSON@DEERFIELDMEDIAINC.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.	LOCAL 15 METEOROLOGIST DIETRA TATE TOOK PART IN SEVERAL CAREER DAYS AT LOCAL ELEMENTARY SCHOOLS AS WELL AS LITERACY PROGRAMS, TALENT PROGRAMS, AND TEACHING CHILDREN ABOUT WEATHER. LOCAL 15 NEWS PERSONNEL TOOK PART IN A TOWN HALL MEETING HIGHLIGHTING A NEW INTERNATIONAL BUSINESS LOCATING HERE, WHICH AIRED ON OUR SISTER STATION WJTC.

Other Matters (12)

Other Matters (1 of 12)		Response
Program Title	THE CHICA SHOW	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 9AM	
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.	Through this program the viewer joins Chica for play dates that will take them under the sea, rocketing into space and time traveling back to caveman days. Set in a colorful, quirky shop with every kind of costume, accessory and prop imaginable, The Chica Show through animation, live action and lots of surprises teaches preschoolers about the world around them today and in history. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.	

Other Matters (2 of 12)		Response
Program Title	NOODLE AND DOODLE	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 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.	The program features creating art projects and cooking projects around a specific theme. Noodle & Doodle along with host, Sean, demonstrate step-by-step how to projects, encouraging parent engagement and often feature families working together to make something to display within the child's home. The art projects typically promote utilizing recycled materials in order to demonstrate that objects can be repurposed. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.	

Other Matters (3 of 12)		Response
Program Title	JUSTIN TIME	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAY 10AM	
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 is a little boy who wants to master his destiny, have great adventures and solve problems. The episodes begin with Justin being vexed with a problem and he daydreams himself along with his imaginary friends into an adventure which takes him to different places around the world and also provides him with an experience that helps him solve the problem when he returns home. Through the daydreams, Justin learns that it takes focus to achieve success, failure can teach what to do the next time to succeed and if one way to solve a problem doesn't work, you can find another way to get to your goal. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (4 of 12) Response

Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 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.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.
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Other Matters (5 of 12) Response

Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM

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 program is anchored by Sportacus, a fit and agile hero, whose "kryptonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (6 of 12)	
	Response
Program Title	ZOU
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 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.	ZOU IS A FRENCH SERIES BASED ON THE ZOU BOOKS BY MICHEL GAY. EACH EPISODE EXPLORES THE KIND OF LEARNING ISSUES THAT EMERGE FROM EVERY DAY ENCOUNTERS IN THE LIFE OF A PRESCHOOL CHILD. IF ZOU PLAYS HIS DRUMS TOO LOUD, HOW CAN HE LEARN TO PLAY THEM SOFTLY? IF ZOU WANTS A CAR, BUT ONLY HAS A CARDBOARD BOX, HOW CAN HE TRANSFORM IT? IF ZOU LOST HIS FRIEND'S FAVORITE AIRPLANE, HOW DOES HE EXPLAIN? HOW CAN ZOU BE SUCCESSFUL AT BAKING A CAKE IF HE HAS NEVER DONE IT BEFORE? HOW CAN ZOU MUSTER THE COURAGE TO GO TO THE DOCTOR WHEN HE'S AFRAID OF INJECTIONS? THESE ARE BIG ISSUES IN THE MIND OF A PRESCHOOL CHILD AND ZOU DEMONSTRATES HOW TO HAVE FUN, ASK FOR HELP, LISTEN TO ADVICE, AND TRY DIFFERENT SOLUTIONS UNTIL HE CAN COMMIT TO THE STRATEGY THAT WORKS. THE SHOW SAYS IT, SHOWS IT, AND DOES IT, IN THE EMBEDDED AND NATURALLY OCCURRING LESSON WITHIN EACH EPISODE. THIS PROGRAM WILL AIR ON THE MAIN DIGITAL STREAM.

Other Matters (7 of 12)		Response
Program Title	ANIMAL RESCUE	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 10AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"ANIMAL RESCUE" FEATURES SAFETY TIPS AND INFORMATION ABOUT VARIOUS ANIMALS AND THEIR HABITATS. THE PROGRAM ALSO SHOWS REAL-LIFE EXPERIENCES OF PROFESSIONAL AND ORDINARY PEOPLE TAKING CARE OF, TREATING AND HELPING VARIOUS ANIMALS, AS WELL AS EXHIBITING GOOD SOCIAL RESPONSIBILITY AND PROMOTING STRONG PERSONAL AND COMMUNITY VALUES. THE PROGRAM SHOWCASES SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS AND FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED, OR ABUSED ANIMALS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.	

Other Matters (8 of 12)		Response
Program Title	BIZ KID\$	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM	
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.	"BIZ KIDS" FOCUSES ON FINANCIAL LITERACY AND ENTREPRENEURSHIP FOR TEENS. USING A MIX OF STRONG FINANCIAL EDUCATION TOOLS, DYNAMIC SKETCH COMEDY, AND INSPIRING TRUE STORIES OF YOUNG ENTREPRENEURS, "BIZ KIDS" PROVIDES IMPORTANT INFORMATION FOR FUTURE FINANCIAL SUCCESS. EACH EPISODE FEATURES MATH, LANGUAGE ARTS, AND SOCIAL STUDIES, AS WELL AS TEACHING TEENS ABOUT MONEY AND BUSINESS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.	

Other Matters (9 of 12)	Response
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11AM
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.	"DOG TALES" SHOWCASES INSTRUCTIONS FOR YOUNG VIEWERS ON THE PROPER CARE OF PETS AND PROVIDES SAFETY, HEALTH, AND TRAINING TIPS THAT ARE USEFUL FOR ALL KINDS OF DOGS. "DOG TALES" EMPHASIZES RESPONSIBLE PET OWNERSHIP, COMPASSION FOR ALL LIVING CREATURES, AND PROMOTES STRONG PERSONAL AND COMMUNITY VALUES IN AN ENTERTAINING AND INFORMATIVE FORMAT. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (10 of 12)	Response
Program Title	DRAGONFLY TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM
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.	"DRAGONFLY TV" IS A SERIES THAT FOCUSES ON SCIENTIFIC EDUCATION FOR CHILDREN. IT HIGHLIGHTS CHILDREN "DOING" PROJECTS WITH REAL HANDS-ON EXPERIMENTS AND DEMONSTRATES PRACTICAL APPLICATIONS OF MATHEMATICS AND SCIENCE. IT INTRODUCES YOUNG VIEWERS TO A VARIETY OF SCIENTIFIC DISCIPLINES AND CHALLENGES THEM IN CRITICAL THINKING AND PROBLEMS SOLVING SKILLS, WHILE PROVIDING VALUABLE INFORMATION TO REACH THE ANSWERS. EACH EPISODE ENCOURAGES CHILDREN TO EXPLORE AND INVESTIGATE SCIENCE ON THEIR OWN. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

Other Matters (11 of 12)		Response
Program Title	MISSING	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 12PM	
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.	"MISSING" FOCUSES ON ACTUAL CASES OF MISSING PERSONS. "MISSING" PROVIDES INFORMATION AND DESCRIPTIONS OF MISSING CHILDREN, INCLUDING ENDANGERED RUNAWAYS AS WELL AS VICTIMS OF ABDUCTIONS. THE SHOW ALSO PRESENTS PEER-TO-PEER ADVICE ON SAFETY IN PUBLIC PLACES AND IN CYBER-SPACE, INCLUDING REAL-WORLD EXAMPLES OF HOW TO AVOID POTENTIALLY DANGEROUS SITUATIONS. THE PROGRAM EMPHASIZES TAKING ACTIVE RESPONSIBILITY FOR PERSONAL SAFETY AND PROMOTES SITUATIONAL AWARENESS, PRESENTED IN A CALM AND NON-THREATENING MANNER SUITED FOR TEENS. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.	

Other Matters (12 of 12)		Response
Program Title	THINK BIG	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	

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

"THINK BIG" FEATURES TOP KID INVENTORS WHO FACE OFF AGAINST EACH OTHER IN AN INVENT-OFF TO SEE WHO CAN COME UP WITH THE MOST INNOVATIVE AND CREATIVE INVENTION. EACH EPISODE IS SET UP IN THE "THINK TANK," A STUDIO FILLED WITH ART SUPPLIES AND CONSTRUCTION MATERIALS. TWO TEAMS BRAINSTORM, CHOOSE MATERIALS, AND THEN SKETCH, DESIGN, AND BUILD THEIR OWN IDEA. ONCE FINISHED, THE INVENTIONS ARE PRESENTED TO A JUDGE WHICH DETERMINES THE WINNER. "THINK BIG" ENCOURAGES PROBLEM-SOLVING SKILLS, CREATIVITY, INNOVATION, MARKETING, DESIGN, AND TEAMWORK. THIS PROGRAM WILL AIR ON THE SECONDARY DIGITAL STREAM, WPMI-DT2, CHANNEL 15-2.

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>DEERFIELD MEDIA (MOBILE) LICENSEE, LLC</p>

Attachments

No Attachments.