

Federal Communications Commission
Washington, DC 20554Approved by OMB
3060-0754

FCC 398

Children's Television Programming Report

Report reflects information for the filing period ending: 06/30/2007 Filed on: 07/10/2007

Call Sign	Channel Numbers	Community of License			
WFVX	22 (analog)	City	State	County	ZIP Code
	14 (digital)	Bangor	ME	Penobscot	04401
Licensee Name					
Rockfleet Broadcasting III, LLC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
WFVX		Bangor	www.wvii.com		
Facility ID	Previous Call Sign (if applicable)			License Renewal Expiration Date	
15287				2015-04-01	

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).
- | | |
|--|------------|
| | 4.00 hours |
|--|------------|
3. (a) 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. §73.673?
- | | |
|--|---|
| | Y |
|--|---|
- (b) Identify publishers who were sent information in 3(a).
- | | |
|---|--|
| TV Guide, FYI Television, TV Media, Tribune | |
|---|--|

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origin	
WINX CLUB		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays at 8 AM ET	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	6 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>?WINX CLUB? utilizes fairy castles, magical caverns and timeless villages as a backdrop for coming-of-age lessons, group problem-solving, cooperative investigations and the important social and emotional learning opportunities that children need to develop the valuable emotional competencies of resilience, empathy and self-confidence. In each episode, as a conflict arises, the fairies pool their unique capabilities to find a solution comprised of the sum total of their special talents. Life scenarios that commonly worry children, from feeling vulnerable and powerless to being lost or separated from loved ones, are enacted throughout the series and a variety of practical behavioral solutions are presented. ?WINX CLUB? promotes the development of social skills, with actions such as speaking kindly to others, doing good for one's community, and managing anger appropriately, integrated into the show's humor. These social competencies are now considered legitimate and necessary objectives of school curricula. The program is regularly scheduled and airs between the hours of 7:00am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show,</p>			

targeted to 6 - 11 year olds, at the beginning and through each broadcast and in listings provided to publishers of program guides.

Title of Analog Core Program #2			Origin	
This Week In Baseball			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Saturdays at 12 PM ET	13		0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
30 minutes	From	To	Y	
	13 years	16 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>?This Week In Baseball? highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), ?This Week In Baseball? seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.</p>				

Title of Analog Core Program #3			Origin	
Strawberry Shortcake			SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Monday at 7 AM ET	13		0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
30 minutes	From	To	Y	
	3 years	6 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming				
<p>Strawberry Shortcake uses the highly popular, much loved characters who populate Strawberry Land to model prosocial beliefs and behaviors to young children. As Strawberry and her many friends explore the richly-imagined world of Strawberry land ? Strawberry Fields, Cookie Corner, Orange Acres, Honeysuckle Haven?and beyond ? they discover adventure, delight, fantasy, whimsy, humor, excitement, and music. And of course, they also encounter occasional problems. The interaction among Strawberry and her friends as they explore their world and deal with the problems inherent in their adventures offers a natural opportunity to present (as opposed to preach) pro-social beliefs, values, and behaviors. Strawberry Shortcake is a natural leader. She hosts the series and tells the stories. And most important, she is an ideal role model. Strawberry is curious, active, self-confident, and always willing to make her world a better place. She learns from her mistakes. No matter how hard she tumbles, she always picks herself up. Strawberry personifies the belief that hard-work, sacrifice, and caring will usually set things right. And just as important as Strawberry's many positive qualities, she is surrounded by small circle of friends, most of whom share her values, but not necessarily her ability to take the broader view ? to see beyond their own self-interest. As Strawberry helps them broaden their views, young viewers learn a wide array of positive values and actions. The themes underlying the stories that Strawberry Shortcake recounts in each episode are designed to have particular relevance for young viewers. Although they focus on ?big? issues such as friendship, fear, self-confidence, sportsmanship, shyness, trust, love, they approach the themes in ways that are relevant to pre-school children. The stories focus on these issues in clear, concrete terms that are easily comprehended by young children. The prosocial messages flow naturally from the narrative. The characters experience concrete consequences for their actions ? both good and bad ? and the reasons for the consequences are clearly labeled. Thus, when Angel Cake's inability to throw a ball well frustrates her to the point that she quits playing with the others altogether, her actions provide an opportunity to explore such ideas as good sportsmanship and of playing for fun, not just to excel. Similarly, when Strawberry Shortcake's delight at finding a new puppy (Pupcake) leads Custard to assume that she is no longer loved,</p>				

an exploration of jealousy, of what love means, and of how to treat one's pets all flow naturally from the narrative. And perhaps most important, regardless of the story, the characters in Strawberry Shortcake consistently exhibit the kinds of character traits and behaviors that parents frequently nominate as important for their children. Strawberry Shortcake presents highly attractive characters with whom young children have readily identified for years in previous manifestations of the Strawberry Shortcake series. Those characters populate short, accessible stories that simultaneously involve, entertain, and teach pro-social beliefs, values, and actions to young viewers. The stories are told in ways that make the messages clear, but not overbearing. In short, Strawberry Shortcake is ?edutainment? at its best.

Title of Analog Core Program #4		Origin	
The Littles		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Tuesday & Wednesday 7 AM ET	26	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	5 years	9 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Imagine a community of creatures 4 inches tall ? half-human, half-mouse. These are The Littles ? and they may be living in the walls of your house. In most ways The Littles act and think like Bigs (some folks call them Humans), but their sense of wonder, their thirst for adventure, and their capacity for kindness sets them apart. This series focuses on one particular family of Littles ? Grandpa (gruff, wise, and intent on sharing his wisdom with the younger Littles), Mom and Dad, Dinky (an irrepressible teen with a wild imagination who can be counted on to leap before he looks), and the two youngest: Tom and Lucy. They inhabit the walls of the home of 12-year-old Henry Big and his parents. Henry is the only Human who knows about the Littles; his archeologist parents who know that their boy sometimes acts a little strangely, and occasionally appears to talk to the walls, but don't really know why. The only one who Henry's suspects Henry's secret is a sinister scientist named Hunter. He believes, but cannot prove, that the Littles exist, and strives to capture them to prove his theory. These elements provide the ingredients for constant adventure, constant surprise, and engaging prosocial lessons. In their quest to become productive adults, the Littles and their friend Henry face the same kinds of problems that young children face every day ? issues of friendship, jealousy, honesty, prejudice, consideration for others, kindness, responsibility, risk-taking ? and more. Each episode of the Littles focuses on one such issue, presenting it in explicit, concrete terms. And young, attractive characters with whom children can identify carry out these actions, they serve as excellent role models for young viewers. Younger and older children, boys and girls, loners and social butterflies?all can find a character with whom to identify and from whom to learn. And last but far from least, the character of Grandpa, a wise, experienced, older Little who clearly loves and cares for the Little kids, functions as the kind of non-threatening, non-didactic teacher to whom children respond. He frequently articulates the lesson inherent in the action as he interacts with and advises the Little children. He is the best kind of teacher. The exciting adventures of the Littles and the suspense generated by their frequent narrow escapes from Dr Hunter are designed to capture and hold young viewers' attention. The explicitness with which each lesson is articulated and role models with whom children can identify are designed to ensure that children note and understand the embedded prosocial content as they derive delight from the action.</p>			

Title of Analog Core Program #5		Origin	
Liberty's Kids		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Thursday & Friday 7 AM ET/ Saturday 12:30 PM ET	39	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	7 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Goal: To teach the history of the American Revolution (the period from 1773 to 1789) in an age-			

appropriate manner and specifically to assist our target audience of young people in putting historical concepts into a context and perspective that is consistent with their developmental ability to comprehend, integrate and retain the information and ideas. Liberty's Kids is designed to enable viewers to experience, in fresh and exciting ways, the extraordinary period of 1773 to 1789 in American history, as the thirteen colonies, led by a group of courageous and brilliant individuals fought for freedom from Britain and established a new nation. It uses powerful storytelling to address three primary educational goals: 1. To introduce young people to an extensive cast of remarkable historical figures, from Ben Franklin to Phillis Wheatley, and to enable them to understand the incredible sacrifices these individuals made to help found the United States. 2. To guide young people through the entire sequence of amazing events that led to the creation of a new nation, from the homes of ordinary Americans and the meeting halls from Virginia to Massachusetts to the numerous battlefields in the colonies and the royal courts of France and England. 3. To help young people understand the importance of key philosophical, social and political issues at the heart of the American Revolution by setting these issues in actual historical contexts, by having individuals such as Jefferson and Paine explain these issues and by seeing the impact of these issues on the lives of ordinary citizens. And to always to do so in ways that are age-appropriate for our target audience. While based on historical events, Liberty's Kids touches on issues that are still current in modern America - taxation, freedom of the press, race relations, the role of government, and even the right to bear arms. Liberty's Kids is an exciting adventure in which today's kids can discover the real heroes and events that gave birth to the United States of America.

Non-Core Educational and Informational Programming

5. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no analog sponsored core program broadcast reports.]

[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream. **4.00 hours**
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? **Y**
- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. **Y**
- If No to 7(c), submit as an Exhibit a Statement of Explanation. **(None Required)**
8. (a) 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. **0.00 hours**
- (b) 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. §73.671. **0.00 hours**
9. (a) 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. §73.673? **Y**
- (b) Identify publishers who were sent information in 9(a).

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

[There are no digital core program reports.]

11. (a) 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 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? **Y**

- (b) If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

(None Required)

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]