

Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending 06/30/2009

Call Sign	Channel Numbers	Community of License			
WFVX	22 (analog)	City	State	County	ZIP Code
	7 (digital)	BANGOR	ME	PENOBSCOT	04401
Licensee Name					
ROCKFLEET BROADCASTING III, LLC					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network FOX	Bangor	WWW.WVII.COM			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
15284		04/01/2015			

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).

	3.5 hours
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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
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(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		Origination	
MY BED BUGS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Wednesday at 7:00 AM/ET	6	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			
My Bedbugs is a quality children's program that unites education and entertainment. Each episode delivers a collection of songs and playful adventures for young audiences to enjoy and is designed to strengthen developmental skills. Last air date:5/6/09 replaced by Wild America through remainder of 2nd quarter.			
Title of Analog Core Program #2		Origination	
SAVED BY THE BELL		SYNDICATED	

Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Thursday & Friday 7:00 AM/ET		26		0	
Length of Program		Age of Target Audience		E/I Symbol Used As Required	
30 minutes		From	To		
		13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					
<p>"Saved by the Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens.</p>					

Title of Analog Core Program #3		Origination			
INTO THE WILD		SYNDICATED			
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Saturday at 8:00 am EST		13		0	
Length of Program		Age of Target Audience		E/I Symbol Used As Required	
30 minutes		From	To		
		13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					
<p>This series is based around Jack traveling the world with his friends and family, taking the viewer 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.</p>					

Title of Analog Core Program #4		Origination			
EKN KIDS NEWS		SYNDICATED			
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Mondays 7:00 AM/ET		13		0	
Length of Program		Age of Target Audience		E/I Symbol Used As Required	
30 minutes		From	To		
		13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					
<p>News and current events are put into an educational and fun format. The anchors and reporters of the newscasts are a diverse group of children that viewing children can relate to.</p>					

Title of Analog Core Program #5		Origination			
JACK HANNAH INTO THE WILD		SYNDICATED			
Regular Schedule		Total Times Aired at Regularly Scheduled Time		Number of Pre-emptions	
Tuesday 7:00 AM/ET		13		0	
Length of Program		Age of Target Audience		E/I Symbol Used As Required	
30 minutes		From	To		
		13 years	16 years	Y	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming					

This series is based around Jack traveling the world with his friends and family, taking the viewer 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.

Title of Analog Core Program #6		Origination	
WILD AMERICA		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 8:30 PM/ET	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Every episode, WILD AMERICA entertains, amuses, informs and educates viewers about how all wild creatures including man are inter-connected. WILD AMERICA propels the viewer into the lives of wild creatures through the animals' own eye-view... focusing on the reality of life in the wild, including mating, birth, predation and death			

Title of Analog Core Program #7		Origination	
Wild America		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Wednesday at 7:00 AM/ET	7	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
To replace My Bed Bugs. Every episode, WILD AMERICA entertains, amuses, informs and educates viewers about how all wild creatures including man are inter-connected. WILD AMERICA propels the viewer into the lives of wild creatures through the animals' own eye-view... focusing on the reality of life in the wild, including mating, birth, predation and death			

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.	3.5 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. If No to 7(c), submit as an Exhibit a Statement of Explanation.	Y
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 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 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).	

TV Guide, FYI Television, TV Media, Tribune

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

Title of Digital Core Program #1		Origination	
MY BED BUGS		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Wednesday at 7:00 AM/ET	6		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	6 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
My Bedbugs is a quality children's program that unites education and entertainment. Each episode delivers a collection of songs and playful adventures for young audiences to enjoy and is designed to strengthen developmental skills.			

Title of Digital Core Program #2		Origination	
SAVED BY THE BELL		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Thursday & Friday 7:00 AM/ET	26		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
"Saved by the Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens.			

Title of Digital Core Program #3		Origination	
INTO THE WILD		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday at 8:00 am EST	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	

30 minutes	13 years	16 years	Y
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming:

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.

Title of Digital Core Program #4		Origination
EKN KIDS NEWS		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Mondays 7:00 AM/ET	13	

Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y

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

News and current events are put into an educational and fun format. The anchors and reporters of the newscasts are a diverse group of children that viewing children can relate to.

Title of Digital Core Program #5		Origination
JACK HANNAH INTO THE WILD		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Tuesday 7:00 AM/ET	13	

Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y

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

This series is based around Jack traveling the world with his friends and family, taking the viewer 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.

Title of Digital Core Program #6		Origination
WILD AMERICA		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Saturday 8:30 PM/ET	13	

Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y

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

Every episode, WILD AMERICA entertains, amuses, informs and educates viewers about how all wild creatures including man are inter-connected. WILD AMERICA propels the viewer into the lives of wild creatures through the animals' own eye-view... focusing on the reality of life in the wild, including mating, birth, predation and death

Title of Digital Core Program #7	Origination
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Wild America		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Wednesday at 7:00 AM/ET	7		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
To replace My Bed Bugs. Every episode, WILD AMERICA entertains, amuses, informs and educates viewers about how all wild creatures including man are inter-connected. WILD AMERICA propels the viewer into the lives of wild creatures through the animals' own eye-view... focusing on the reality of life in the wild, including mating, birth, predation and death			

11. 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
- 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.

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.]*

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origination	
Animal Atlas		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Wednesday at 7:00 AM/ET ANALOG & DIGITAL		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	1 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
In our educational and informative television series we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, we			

meet them face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas.

Title of Planned Core Program #2		Origination	
SAVED BY THE BELL		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Thursday & Friday 7:00 AM/ET ANALOG & DIGITAL		26	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>"Saved by the Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens.</p>			

Title of Planned Core Program #3		Origination	
INTO THE WILD		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday at 8:00 am EST ANALOG & DIGITAL		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

Title of Planned Core Program #4		Origination	
EKN KIDS NEWS		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Mondays 7:00 AM/ET ANALOG & DIGITAL		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>News and current events are put into an educational and fun format. The anchors and reporters of the newscasts are a diverse group of children that viewing children can relate to.</p>			

Title of Planned Core Program #5		Origination	
JACK HANNAH INTO THE WILD		SYNDICATED	
Regular Schedule		Total Times to be Aired	

Tuesday 7:00 AM/ET ANALOG & DIGITAL		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming:			
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.			

Title of Planned Core Program #6		Origination	
WILD AMERICA		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Saturday 8:30 PM/ET ANALOG & DIGITAL		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming:			
Every episode, WILD AMERICA entertains, amuses, informs and educates viewers about how all wild creatures including man are inter-connected. WILD AMERICA propels the viewer into the lives of wild creatures through the animals' own eye-view... focusing on the reality of life in the wild, including mating, birth, predation and death			

15. 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. §73.3526(e)(1)(ii)? Y

16. Identify the licensee's children's programming liaison:

Name		Telephone Number	
LIZA LARSON		207-945-6457	
Address		E-mail Address	
371 TARGET INDUSTRIAL CIRCLE		LLARSON@WVII.COM	
City	State	ZIP Code	
BANGOR	ME	04401	

17. 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 non-core 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. §73.671, NOTES 2 and 3.

The digital channel number in the header should be 7.2, there is not enough space to put this in. The programming for WFVX-LP is simulcast on the digital substation of WVII 7.2.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee	Signature
ROCKFLEET BROADCASTING III, LLC	
Date	

07/19/2009

FCC Form 398
March 2006