

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 2006-12-31 00:00:00.0 Filed on: 2007-01-05 16:48:56.6

Call Sign	Channel Numbers	Community of License			
WHNT	19 (analog)	City	State	County	ZIP Code
		Huntsville	AL	MADISON	35747
Licensee Name					
New York Times Management Services					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
CBS	Huntsville-Decatur-Florence	www.whnt.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
48693		2005-04-01 00:00:00.0			

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).

3.50 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).

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.

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	
MADELINE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 830-900am	14	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	5 years	7 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
The animated and Emmy award winning series, "The New Adventures of Madeline," is based on the classic books by Ludwig Bemelman. Narrated in rhyme by reknown actor Christopher Plummer, the episodes follow the everyday and imaginative adventures of a little French girl and her friends. The Madeline stories both portray and reflect on some of the social learning experiences valuable for children in the early and middle periods of childhood. The series also explores many of the social lessons related to such themes as honesty, fairness, respect for others, self-reliance, and a number of other prosocial concepts so important for developing children. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.			

Title of Analog Core Program #2		Origin	
SABRINA, THE ANIMATED SERIES		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 900-930am	14	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes			

	7 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. While Sabrina is not your typical girl - she has magical powers that must be kept secret and also under control - the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Analog Core Program #3		Origin	
TROLLZ		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 930-1000 am	14	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	12 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.I. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Analog Core Program #4		Origin	
HORSELAND		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 1000-1030 am	14	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	11 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Analog Core Program #5		Origin	
CAKE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 1030-1100 am	14	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	12 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two</p>			

integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Analog Core Program #6		Origin	
DANCE REVOLUTION		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 1100-1130 am	14	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>DANCE REVOLUTION is designed to provide preadolescent and early teenage boys and girls with an opportunity to both view and participate in a dance competition-style series in which their creative talents and skills are demonstrated in a kid-friendly environment of artistic expression. Within this music and dance environment, the viewers will be able to learn how their peers plan, design, and execute various forms of choreography; observe how young people handle the social requirements associated with mastering various forms of dance within the framework of a competition; understand the personal dedication and physical commitment necessary for this field of artistic expression; and learn how to evaluate their own skills and career aspirations as they observe the participants in the series work with seasoned professionals in various areas of dance and the creative arts. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

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.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (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.
- 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.
- (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.
- 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?
- (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?
- (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.

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		Origin	
MADLINE		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 830-900 am		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	5 years	7 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The animated and Emmy award winning series, "The New Adventures of Madeline," is based on the classic books by Ludwig Bemelman. Narrated in rhyme by reknown actor Christopher Plummer, the episodes follow the everyday and imaginative adventures of a little French girl and her friends. The Madeline stories both portray and reflect on some of the social learning experiences valuable for children in the early and middle periods of childhood. The series also explores many of the social lessons related to such themes as honesty, fairness, respect for others, self-reliance, and a number of other prosocial concepts so important for developing children. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #2		Origin	
SABRINA, THE ANIMATED SERIES		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 900-930 am		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	7 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. While Sabrina is not your typical girl - she has magical powers that must be kept secret and also under control - the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and

informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #3		Origin	
TROLLZ		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 930-1000 am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.I. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #4		Origin	
HORSELAND		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 1000-1030 am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		9 years	11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #5		Origin	
CAKE		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 1030-1100		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

Title of Planned Core Program #6		Origin	
DANCE REVOLUTION		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday 1100-1130 am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		8 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>DANCE REVOLUTION is designed to provide preadolescent and early teenage boys and girls with an opportunity to both view and participate in a dance competition-style series in which their creative talents and skills are demonstrated in a kid-friendly environment of artistic expression. Within this music and dance environment, the viewers will be able to learn how their peers plan, design, and execute various forms of choreography; observe how young people handle the social requirements associated with mastering various forms of dance within the framework of a competition; understand the personal dedication and physical commitment necessary for this field of artistic expression; and learn how to evaluate their own skills and career aspirations as they observe the participants in the series work with seasoned professionals in various areas of dance and the creative arts. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>			

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)(11)(iii)? Y

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

Name		Telephone Number	
Terry Robinson		256-533-1919	
Address		E-mail Address	
200 Holmes Avenue		terry.robinson@whnt.com	
City	State	ZIP Code	
Huntsville	AL		

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.

October 1, 2006 through December 31, 2006 WHNT Television would like to have the following information used in evaluating our compliance with the Children's Television Act. These projects were designed to enhance the educational and informational value to children by the licensee. Local Public Service Announcements—A listing of local Public Service Announcements aired and produced specifically for children are available in out Public File. Each of these events had PSA and Promos produced that ran on air, and in addition, each event was promoted heavily during local newscasts. Some of the promotional events that WHNT Television participated in this quarter were: Tools For Schools is Newschannel 19's year-long effort to address needs in public schools in the Tennessee Valley. Schools classified as Title One Schools benefit by receiving books for their school library, and basic school supplies for students who come to school without needed supplies like pencils and paper. Tools For Schools is expanding to help schools with needs that may be unique to their school. In the 4th quarter of 2006, Tools For Schools provided new warm coats, gloves, and caps to the neediest students at Flintville Elementary. Ryan Elementary School asked Newschannel 19 to help them complete an outdoor classroom that would give them an area for reading, outdoor science and nature studies. Newschannel 19 responded by organizing community volunteers, donating manpower and supplies to help the students create a great place for outdoor learning. The outdoor classroom was completed November 27. Newschannel 19 took the project to an even higher level by donating a WeatherBug Weather station to Ryan School, and lifetime access to WeatherBug curriculum for 6 ,7 and 8th graders. The value of the Weather Bug gift to Ryan School is \$6,500. Local News Stories -Throughout this quarter, WHNT's News Department reported on several events that affected children throughout the Tennessee Valley. The station, as always, is a driving force behind some of the events in our viewing area that are geared towards children. Tours of WHNT Television - Tours of the television facilities were provided to three separate children's groups during this quarter. These groups included two different classes from Hampton Cove Elementary School and a group of Boy Scouts from a local branch. This program allows these groups to see a newsroom and newscast in operation, as we allow some groups to sit in on editorial meetings and in the studio during newscasts. Tools For Schools Scholarship Program—WHNT partnered with General Dynamics, Huntsville Hospital, and Redstone Federal Credit Union to provide four local high school seniors with \$1,000.00 scholarships to the college of their choice. One hundred and thirty eight applications were received and reviewed. The students were required to complete an application and submit a brief essay on the importance of role models and how role models have influenced their lives. While many applicants were excellent candidates, the final winners were as follows: Micah Alexander from Buckhorn High School Stormy Stevens from Section

High School Clay Whatley from Hartselle High School Cole Barron from Hazel Green High School WHNT Television is very proud to be able to recognize these children for their academic excellence and dedication to their college careers. Salvation Army Angel Tree Program—Newchannel 19 is a proud partner of the Salvation Army Angel Tree program in the Tennessee Valley. The angel tags that are found on Christmas trees in area malls during the holiday season represent needy children and seniors living on a low income. The Angel Tree program makes it possible for them to receive a Christmas gift through the generosity of area residents. This year, more than 5,058 children and senior angels were adopted in the cities of Huntsville, Decatur, and Florence. Newschannel 19 produces and airs public services announcements encouraging residents in our area to adopt an angel. The gifts that are donated for the angels are distributed by the Salvation Army. Many of the gifts are toys for needy children. Many of the senior angels receive warm pajamas, robes or house shoes. In addition to the public services announcements, Newschannel 19 follows the progress of the Angel adoptions in our Newscasts. We inform our viewers how many angels are waiting to be adopted and remind them of the deadline for adopting the Angels and returning the gifts in time for distribution. Spirit of Hope Tree Lighting Ceremony—On Tuesday, December 12th, Huntsville Hospital Foundation hosted the second annual "Spirit of Hope" tree lighting event at Huntsville Hospital for Women & Children. WHNT news anchor Amy George and her husband, former Huntsville Channel Cat Chris George, lit the Hope for the Future tree. As co-emcees, Amy and Chris celebrate the lives of their daughters and honor the memory of Melissa Suzanne, Ann Catherine's twin sister, who died just hours after birth. The Georges established the Melissa George Neonatal Memorial Fund in memory of their daughter. Melissa's Fund benefits the Neonatal Intensive Care Unit at Huntsville Hospital for Women & Children, where her twin sister Ann Catherine spent the first ten weeks of her life. Automated Weather Source—This weather system has been installed, and is still maintained, at 25 schools; Randolph School, Sylvania High School, East Limestone High School, Owens Cross Roads School, Sheffield Middle School, Loretto High School, Cullman High School, Danville Middle School, Walnut Grove Elementary School, Parish South Elementary School, Brookhaven Middle School, Red Bay High School, Gordon Bibb Elementary School, North Sand Mountain School, Caldwell Elementary School, D.A.R. High School, North Alabama Science Center, Highland Rim Elementary, Meridianville Middle School, Priceville Elementary, Eva School, Academy for Science and Foreign Language, Guntersville High School, Decherd Elementary School, Marion County High School, Minor Hill Elementary School, Phil Campbell Rescue Squad, Hatton Elementary School, Ryan Elementary School, and WHNT's Weather Endeavor Van. Collinsville High School, Bob Jones High School, and Hampton Cove Middle School and at WQLT 107.3 FM Radio Station also have stations. These units are used in classroom study and are available for weather observation and display on our air during weather segments and severe weather events. PSA and Promotional Schedule Lists—In our public file, there is a listing of all of the Promotional and Public Service announcements that aired throughout the quarter. Other Items—There is also a section in our public file that includes letters from viewers, appearances by the Newschannel 19 talent and staff at schools and at children and community events. WHNT is still involved in a "Vials of Life" campaign that started in 2000. We have distributed over 210,000 vials that viewers are placing in their refrigerators and automobiles with valuable medical information. According to reports from various medical and ambulance companies, this program has helped emergency crews with sick or ailing patients in several area of our viewing area. Working with Wal-Mart, this program has expanded to the entire state of Alabama. Detailed information on each of these items can be found in the "Kid's Report" and "Programming Issues Report" filed under 2006 Q-4 in the licensee's public file. Pamela Benson Accounting Associate

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
New York Time Management Services	
Date	
01-05-2007	