

## CHILDREN'S PROGRAMMING REPORT

Station: **WHEC-TV** Report Period: **7/1/14** to **9/30/14** Date Filed: **10/2/14**

During the Report Period the following Programs (half-hour or more duration and Short-Segment Programs (half-hour or less, PSA's) were broadcast to meet the educational and informational needs of children 16 years old and younger.

Title	Airdate	Time & Duration	Description of Program
The Chica Show	7/5/14	10:00-10:30AM	<p><b><u>The Chica Show:</u></b> <b><u>Chica</u></b> is a five-year-old chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure—a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.</p>
	7/12/14	7:00-7:30AM <b><i>*due to sports programming</i></b>	
	7/19/14	10:00-10:30AM	
	7/26/14	10:00-10:30AM	
	8/2/14	10:00-10:30AM	
	8/9/14	10:00-10:30AM	
	8/16/14	10:00-10:30AM	
	8/23/14	10:00-10:30AM	
	8/30/14	10:00-10:30AM	
	9/6/14	10:00-10:30AM	
	9/13/14	10:00-10:30AM	
	9/20/14	10:00-10:30AM	
	9/21/14	10:30-11:00AM <b><i>*rescheduled from 9/27/14, due to sports programming</i></b>	
		<u>Duration:</u> 30 minutes	

Title	Airdate	Time & Duration	Description of Program
Noodle & Doodle	7/5/14	10:30-11:00AM	<p><b>Noodle and Doodle</b>, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.</p>
	7/12/14	7:30-8:00AM <i>*due to sports programming</i>	
	7/19/14	10:30-11:00AM	
	7/26/14	10:30-11:00AM	
	8/2/14	10:30-11:00AM	
	8/9/14	10:56-11:00AM <i>*joined-in-progress due to breaking news</i>	
	8/16/14	10:30-11:00AM	
	8/23/14	10:30-11:00AM	
	8/30/14	10:30-11:00AM	
	9/6/14	10:30-11:00AM	
	9/13/14	10:30-11:00AM	
	9/20/14	10:30-11:00AM	
	9/21/14	11:00-11:30AM <i>*rescheduled from 9/27/14, due to sports programming</i>	
	<u>Duration:</u> 30 minutes		

Title	Airdate	Time & Duration	Description of Program
Justin Time	7/5/14	11:00-11:30AM	<p><b>Justin Time</b>, is an animated show specifically directed to the preschool audience and always conveys an embedded lesson that it is possible to understand and master any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia and Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested, he daydreams his way into an adventure that takes him to places all around the world. This is where he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a socio-emotional dilemma universally experienced by preschool children.</p>
	7/19/14	11:00-11:30AM	
	7/20/14	11:00--11:30AM <b>*rescheduled from            7/12/14, due to            sports            programming</b>	
	7/26/14	11:00-11:30AM	
	8/2/14	11:00-11:30AM	
	8/9/14	11:00-11:30AM	
	8/16/14	11:00-11:30AM	
	8/23/14	11:00-11:30AM	
	8/30/14	11:00-11:30AM	
	9/6/14	11:00-11:30AM	
	9/13/14	11:00-11:30AM	
	9/20/14	11:00-11:30AM	
	9/21/14	11:30AM-12:00PM <b>*rescheduled from            9/27/14, due to            sports            programming</b>	
<u>Duration:</u> 30 minutes			

Title	Airdate	Time & Duration	Description of Program
Tree Fu Tom	7/5/14	11:30AM-12:00PM	<p><b>Tree Fu Tom:</b> This series focuses on the amazing adventures of a young boy called Tom who, with the power of 'movement magic' called 'Tree Fu', can transform into a tiny but mighty magical super hero and travel to a wondrous enchanted kingdom called Treetopolis that exists in a tree in his backyard woods. During each program he calls upon the audience to follow his moves to send him the magic he needs to solve a problem encountered by Tom and his friends. . These include Ariella, a butterfly who is also a rancher and has rope lassoing skills; Twigs, an acorn sprite who folds himself into an acorn when he's frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog and the resident genius inventor. In each episode there are an action adventure sequences that are key to resolving the challenge of the day.</p>
	7/19/14	11:30AM-12:00PM	
	7/20/14	11:30AM-12PM <i>*rescheduled from 7/12/14, due to sports programming</i>	
	7/26/14	11:30AM-12:00PM	
	8/2/14	11:30AM-12:00PM	
	8/9/14	11:30AM-12:00PM	
	8/16/14	11:30AM-12:00PM	
	8/23/14	11:30AM-12:00PM	
	8/30/14	11:30AM-12:00PM	
	9/6/14	11:30AM-12:00PM	
	9/13/14	11:30AM-12:00PM	
	9/20/14	11:30AM-12:00PM	
	9/21/14	12:00-12:30PM <i>*rescheduled from 9/27/14, due to sports programming</i>  <u>Duration:</u> 30 minutes	

Title	Airdate	Time & Duration	Description of Program
Lazy Town	7/5/14	12:00N-12:30PM	<p><b>Lazy Town</b> is a show that is all about health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we see a visitor named Stephanie determined to coax her friends and relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, to leave their gaming consoles and candy stashes at home so they can go outside and play. She gets her Uncle, the Mayor and his friend Ms. Busy Body to support her efforts. But all of them are constantly foiled by Robbie Rotten, who lives underground and is determined to send Lazy Town back to inactivity and quiet. Coming to the rescue is the athlete Sportacus who lives in a spaceship and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he goes back to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.</p>
	7/13/14	11:00-11:30AM <b>*rescheduled from 7/12/14, due to sports programming</b>	
	7/19/14	12:00N-12:30PM	
	7/26/14	12:00N-12:30PM	
	8/2/14	12:00N-12:30PM	
	8/9/14	12:00N-12:30PM	
	8/16/14	12:00N-12:30PM	
	8/17/14	12:30-1:00PM <b>*rescheduled from 9/27/14, due to sports programming</b>	
	8/23/14	12:00N-12:30PM	
	8/30/14	12:00N-12:30PM	
	9/6/14	12:00N-12:30PM	
	9/13/14	12:00N-12:30PM	
	9/20/14	12:00N-12:30PM	
<p><u>Duration:</u> 30 minutes</p>			

Title	Airdate	Time & Duration	Description of Program
Zou	7/5/14	12:30-1:00PM	<p><b>Zou</b> is a French series based on the <b>Zou</b> books by Michel Gay. Targeted for children age 2-5, 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 has only 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 and life 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.</p>
	7/13/14	11:30AM-12PM <b>*rescheduled from 7/12/14, due to sports programming</b>	
	7/19/14	12:30-1:00PM	
	7/26/14	12:30-1:00PM	
	8/2/14	12:30-1:00PM	
	8/9/14	12:30-1:00PM	
	8/16/14	9:30-10:00AM <b>*due to sports programming</b>	
	8/17/14	1:00-1:30PM <b>*rescheduled from 9/27/14, due to sports programming</b>	
	8/23/14	9:30-10:00AM <b>*due to sports programming</b>	
	8/30/14	9:30-10:00AM <b>*due to sports programming</b>	
	9/6/14	12:30-1:00PM	
	9/13/14	9:30-10:00AM <b>*due to sports programming</b>	
	9/20/14	9:30-10:00AM <b>*due to sports programming</b>	
<u>Duration:</u> 30 minutes			

Title	Airdate	Time & Duration	Description of Program
Jack Hanna's: Into The Wild	7/5/14	1:00-1:30PM	<p><b>Jack Hanna's: Into The Wild</b>, Takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed – it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.</p> <p>The show is geared toward children 13-16 years of age.</p>
	7/13/14	10:30-11:00AM	
		<p><b>*rescheduled from 7/12/14, due to sports programming</b></p>	
	7/19/14	1:00-1:30PM	
	7/26/14	1:00-1:30PM	
	8/2/14	1:00-1:30PM	
	8/9/14	1:00-1:30PM	
		<p>8/16/14 9:00-9:30AM</p> <p><b>*due to sports programming</b></p>	
		<p>8/23/14 9:00-9:30AM</p> <p><b>*due to sports programming</b></p>	
		<p>8/30/14 9:00-9:30AM</p> <p><b>*due to sports programming</b></p>	
	9/6/14	1:00-1:30PM	
		<p>9/13/14 9:00-9:30AM</p> <p><b>*due to sports programming</b></p>	
		<p>9/20/14 9:00-9:30AM</p> <p><b>*due to sports programming</b></p>	
	<p>9/28/14 1:00-1:30PM</p> <p><b>*rescheduled from 9/27/14, due to sports programming</b></p>		
		<p><u>Duration:</u> 30 minutes</p>	

<u>Title</u>	<u>Airdate</u>	<u>Time &amp; Duration</u>	<u>Description of Program</u>
Scholar Athlete		6:00-6:30PM (newscast)	Local High School seniors are nominated to be the 10-NBC Scholar Athlete of the week. Every Tuesday our sports-team selects a unique senior who not only holds a B+ (85 or higher) average academically, but also excels in one or more school athletic programs. The recipient is profiled during the Sports segment of our six o'clock newscast.
	9/16/14	<u>Duration:</u> 1:30 minutes	<u>Student/School:</u> Amari Washington, East High School
	9/23/14	<u>Duration:</u> 1:30 minutes	<u>Student/School:</u> Lukas Krause, Hilton High School
	9/30/14	<u>Duration:</u> 1:30 minutes	<u>Student/School:</u> Loryn Bucci, Fairport High School



<u>Title</u>	<u>Airdate</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program</u>
Kids Programming E/I	7/1/14	2:28PM	:30 seconds	This PSA explains the programming educational/informational symbol; what it means and how parents can use it.
Kids Programming E/I	7/5/14	10:14AM	:30 seconds	
Kids Programming E/I	7/7/14	12:52PM	:30 seconds	
Kids Programming E/I	7/12/14	7:57AM	:30 seconds	
Kids Programming E/I	7/18/14	12:40PM	:30 seconds	
Kids Programming E/I	7/19/14	10:27AM	:30 seconds	
Kids Programming E/I	7/25/14	2:13PM	:30 seconds	
Kids Programming E/I	7/26/14	10:57AM	:30 seconds	
Kids Programming E/I	7/27/14	11:59AM	:30 seconds	
Kids Programming E/I	7/29/14	2:28PM	:30 seconds	
Kids Programming E/I	8/2/14	11:57AM	:30 seconds	
Kids Programming E/I	8/4/14	2:53PM	:30 seconds	
Kids Programming E/I	8/9/14	10:57AM	:30 seconds	
Kids Programming E/I	8/14/14	2:21PM	:30 seconds	
Kids Programming E/I	8/16/14	10:27AM	:30 seconds	
Kids Programming E/I	8/20/14	2:21PM	:30 seconds	
Kids Programming E/I	8/23/14	10:57AM	:30 seconds	
Kids Programming E/I	8/28/14	2:41PM	:30 seconds	
Kids Programming E/I	8/30/14	9:13AM	:30 seconds	
Kids Programming E/I	9/2/14	2:10PM	:30 seconds	
Kids Programming E/I	9/6/14	11:27AM	:30 seconds	
Kids Programming E/I	9/12/14	2:52PM	:30 seconds	
Kids Programming E/I	9/13/14	9:28AM	:30 seconds	
Kids Programming E/I	9/16/14	12:41PM	:30 seconds	
Kids Programming E/I	9/20/14	11:57AM	:30 seconds	
Kids Programming E/I	9/28/14	12:53PM	:30 seconds	
Reading Is Fundamental	8/16/14	9:23AM	:30 seconds	Read with your kids...it opens a world of imagination.
Reading Is Fundamental	8/23/14	9:10AM	:30 seconds	
Reading Is Fundamental	8/23/14	10:23AM	:30 seconds	
Reading Is Fundamental	8/30/14	9:25AM	:30 seconds	

<u>Title</u>	<u>Airdate</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program</u>
Ad Council Bullying	8/30/14	9:28AM	:60 seconds	Don't be a Bully...lend a helping hand if you see someone being bullied.
Childhood Obesity	7/5/14	1:20PM	:30 seconds	We're all in this together. Let's beat childhood obesity. Get active with your kids.
Childhood Obesity	7/13/14	10:40AM	:30 seconds	
Childhood Obesity	7/13/14	10:53AM	:30 seconds	
Discover Nature	7/5/14	1:06PM	:30 seconds	The characters from the animated movie Rio, encourage adults to get outside with your kids and enjoy nature.
Discover Nature	7/19/14	1:11PM	:30 seconds	
Discover Nature	8/2/14	1:10PM	:30 seconds	
Discover Nature	8/9/14	1:08PM	:30 seconds	
Discover Nature	8/16/14	9:09AM	:30 seconds	
Discover Nature	8/23/14	9:10AM	:30 seconds	
Discover Nature	8/23/14	9:58AM	:30 seconds	
Discover Nature	8/23/14	10:58AM	:30 seconds	
Discover Nature	8/23/14	11:57AM	:30 seconds	
Discover Nature	8/23/14	12:27PM	:30 seconds	
Discover Nature	8/30/14	9:24AM	:30 seconds	
Discover Nature	8/30/14	10:28AM	:30 seconds	
Discover Nature	9/6/14	1:23PM	:30 seconds	
Discover Nature	9/13/14	9:23AM	:30 seconds	
Discover Nature	9/28/14	1:07PM	:30 seconds	
Changing Kids Lives	8/23/14	9:29AM	:30 seconds	Members of the NY Yankees are reminding viewers what a difference they can make in a child's life.
Changing Kids Lives	8/23/14	11:58AM	:30 seconds	
Changing Kids Lives	8/30/14	9:12AM	:30 seconds	
Changing Kids Lives	8/30/14	10:28AM	:30 seconds	
Changing Kids Lives	9/6/14	1:09PM	:30 seconds	
Changing Kids Lives	9/13/14	9:09AM	:30 seconds	
Changing Kids Lives	9/28/14	1:23PM	:30 seconds	

<u>Title</u>	<u>Airdate</u>	<u>Time</u>	<u>Duration</u>	<u>Description of Program</u>
Child Sexual Abuse	7/1/14	3:45PM	:30 seconds	News10NBC is participating in this Ad Council campaign, sending a strong message to parents, guardians and even friends to listen to kids when they come to you and tell you they have been sexually abused. "BELIEVE" them!
Child Sexual Abuse	7/2/14	2:52PM	:30 seconds	
Child Sexual Abuse	7/3/14	4:43PM	:30 seconds	
Child Sexual Abuse	7/4/14	3:25PM	:30 seconds	
Child Sexual Abuse	7/6/14	10:00AM	:30 seconds	
Child Sexual Abuse	7/7/14	3:58PM	:30 seconds	
Child Sexual Abuse	7/8/14	2:24PM	:30 seconds	
Child Sexual Abuse	7/9/14	3:29PM	:30 seconds	
Child Sexual Abuse	7/10/14	2:51PM	:30 seconds	
Child Sexual Abuse	7/11/14	3:52PM	:30 seconds	
Child Sexual Abuse	7/12/14	7:14AM	:30 seconds	
Child Sexual Abuse	7/12/14	11:10AM	:30 seconds	
Child Sexual Abuse	7/12/14	3:10PM	:30 seconds	
Child Sexual Abuse	7/12/14	7:22PM	:30 seconds	
Child Sexual Abuse	7/13/14	10:58AM	:30 seconds	
Child Sexual Abuse	7/13/14	1:39PM	:30 seconds	
Child Sexual Abuse	7/13/14	3:10PM	:30 seconds	
Child Sexual Abuse	7/19/14	1:24PM	:30 seconds	
Child Sexual Abuse	7/25/14	11:44AM	:30 seconds	