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Federal Communications Commission  
Washington, DC 20554

Approved by OMB  
3060-0754

## FCC 398 Children's Television Programming Report

### Form 398 Validation Results

There were no Errors in the Form.

Report reflects information for quarter: 3rd Quarter 2010

### Licensee Information - (click to hide section)

1. Call Sign	Channel Number	Community of License		
<span>WKME-CA</span>	Analog <span>15</span>	City	State	County
	Digital <span>15</span>	<span>KISSIMMEE</span>	<span>Florida</span>	<span>OSCEOLA</span>
Licensee				
<span>ZGS BROADCASTING OF ORLANDO, INC.</span>				
<input checked="" type="radio"/> Network Affiliation	<span>TELEMUND</span>	World Wide Web Home Page (if applicable)		
<input type="radio"/> Independent	<span>Orlando-Daytona-Melbourne</span>			
Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration		
<span>61702</span>		<span>02/01/2010</span> (mm/yyyy)		

### Analog Core Programming - (click to hide section)

 Clear Section

2. State the average number of hours of Core Programming per week broadcast by the station. See 3.0  
47 C.F.R. Section 73.671(c).
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. Section 73.673? ☒ Yes ☐ No
- b. Identify publishers who were sent information in 3.a.
- 
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete the chart below for each Core Program.
- Add-> 1 empty Program Reports

### Non-Core Educational and Informational Programming - (click to hide section)

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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. Section 73.671. Complete chart below for each additional such educational and informational program.

Add->  empty Program Reports


### Sponsored Core Programming - (click to hide section)

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. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Add->  empty Program Reports

Program Details

### Digital Core Programming - (click to hide section)

 Clear Section

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? ☒ Yes ☐ No
- c. If 'Yes' to 7b, 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. ☒ Yes ☐ No

If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

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. Section 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. Section 73.673? ☒ Yes ☐ No
- 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

Program 1



Clear Program Data



Delete Program

Title of Program 1

3-2-1 PENGUINS!

Origination

Network

Days / Times Program Regularly Scheduled	Total times aired at regularly scheduled time	Number of Preemptions	If preempted, complete Digital Preemption Report

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Create

Length of Program  minutes

Age of Target Child Audience  years to  years

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

3-2-1

PENGUINS! features two children -- Jason and Michelle -- whose vacation at their grandmother's cottage ends up being more adventure than

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

Program 2

 Clear Program Data

 Delete Program

Title of Program 2

BABAR

Origination

Network

If preempted,  
complete Digital  
Preemption  
Report

Days / Times Program Regularly Scheduled

Total times aired at regularly  
scheduled time

Number of  
Preemptions

Sat 8:30am

Create

Length of Program  minutes

Age of Target Child Audience  years to  years

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

BABAR,

based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

Program 3

 Clear Program Data

 Delete Program

Title of Program 3

TURBO DOGS

Origination

Network

If preempted,  
complete Digital  
Preemption  
Report

Days / Times Program Regularly Scheduled

Total times aired at regularly  
scheduled time

Number of  
Preemptions

Sat 9:00am

Create

Length of Program  minutes

Age of Target Child Audience  years to  years

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

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DOGS IS an animated show based on the books (Racer Dogs) by Bob Kolar.

The series follows a group of six dogs from Racerville who love to

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

## Program 4



Clear Program Data



Delete Program

Title of Program 4

Origination

SHELLDON

Network

If preempted,  
complete Digital  
Preemption  
Report

Days / Times Program Regularly Scheduled Total times aired at regularly scheduled time

Number of  
Preemptions

Sun 8:00am

13

0

Create

Length of Program

30

minutes

Age of Target Child Audience

4

years to 8 years

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

SHELLDON

is an animated series about a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community Shell

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

## Program 5



Clear Program Data



Delete Program

Title of Program 5

Origination

Willa's Wild Life

Network

If preempted,  
complete Digital  
Preemption  
Report

Days / Times Program Regularly Scheduled Total times aired at regularly scheduled time

Number of  
Preemptions

Sun 8:30am

13

0

Create

Length of Program

30

minutes

Age of Target Child Audience

4

years to 8 years

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

WILLA'S



WILD LIFE is a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

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 [Clear Program Data](#)  [Delete Program](#)

Title of Program 6

JANE AND THE DRAGON

Origination

Network

If preempted,  
complete Digital  
Preemption  
Report

Days / Times Program Regularly Scheduled Total times aired at regularly  
scheduled time

Sun 9:00am

13

0

Create

Length of Program 30 minutes

Age of Target Child Audience 4 years to 8 years

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

Set

in medieval times, JANE AND THE DRAGON is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-

Does the Licensee identify the program by displaying throughout the program the symbol E/I?

☒ Yes

☐ No

Add-> 1 empty Program Reports

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?

☒ Yes ☐ No

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.

(You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

#### Non-Core Educational and Informational Programming - (click to hide section)

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. Section 73.671. Complete chart below for each additional such educational and informational program.

Add-> 1 empty Program Reports

#### Sponsored Core Programming - (click to hide section)

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. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Program ID	Title of Program	Call Letters	Channel Number	Did Programming Increase?	Mark for Deletion
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Add-> 1 empty Program Reports

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**Other Matters - (click to hide section)**

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 the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.

## Program 1



Clear Program Data



Delete Program

Title of Program 1

Origination

3-2-1 PENGUINS! (10/02/2010)

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Sat 8:00am	1	30 minutes	4 years to 8 years

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

3-2-1 PENGUINS! features two children -- Jason and Michelle -- whose vacation at their grandmother's cottage ends up being more adventure than

## Program 2



Clear Program Data



Delete Program

Title of Program 2

Origination

THE MAGIC SCHOOL BUS (effective 10/

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Sat 8:00am	12	30 minutes	4 years to 9 years

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

THE MAGIC SCHOOL BUS is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle,

## Program 3



Clear Program Data



Delete Program

Title of Program 3

Origination

BABAR

Network

Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
Sat 8:30am	13	30 minutes	4 years to 8 years

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

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Help

a  
young orphaned elephant who finds the strength to rise above the

## Program 4



Clear Program Data



Delete Program

## Title of Program 4

TURBO DOGS

## Origination

Network

Days / Times Program Regularly Scheduled

Total times to Length of

be aired

Program

Age of Target Child Audience

Sat 9:00am

13

30

minutes

4

years to

8

years

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

TURBO

DOGS is an animated show based on the books (Racer Dogs) by Bob Kolar.

The series follows a group of six dogs from Racerville who love to

## Program 5



Clear Program Data



Delete Program

## Title of Program 5

SHELLDON

## Origination

Network

Days / Times Program Regularly Scheduled

Total times to Length of

be aired

Program

Age of Target Child Audience

Sun 8:00am

13

30

minutes

4

years to

8

years

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

SHELLDON

is an animated series about a school aged yoka shell mollusk who lives

with the adoptive family, the Clams, in an undersea community Shell

## Program 6



Clear Program Data



Delete Program

## Title of Program 6

WILLA'S WILD LIFE

## Origination

Network

Days / Times Program Regularly Scheduled

Total times to Length of

be aired

Program

Age of Target Child Audience

Sun 8:30am

13

30

minutes

4

years to

8

years

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

WILLA'S

WILD LIFE is a new animated series centered on a six-year-old girl, and

her menagerie of animals. Willa lives at home with her father and

## Program 7



Clear Program Data



Delete Program

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JANE AND THE DRAGON (10/3/2010)

Network

Days / Times Program Regularly Scheduled: Sun 9:00 am  
 Total times to be aired: 1  
 Length of Program: 30 minutes  
 Age of Target Child Audience: 4 years to 8 years

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

Set

in medieval times, JANE AND THE DRAGON is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-

## Program 8



Clear Program Data



Delete Program

## Title of Program 8

PEARLIE (effective 10/10/2010)

## Origination

Network

Days / Times Program Regularly Scheduled: Sun 9:00am  
 Total times to be aired: 12  
 Length of Program: 30 minutes  
 Age of Target Child Audience: 4 years to 8 years

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

PEARLIE

is an animated comedy series based on the children's book series Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets

Add-> 1 empty Program Reports

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. Section 73.3526(e)(11)(iii)? ☒ Yes ☐ No

## 16. Children's Programming Liaison Information

Name

JOAN MARRERO

Telephone Number (include area code)

407.888.2288 X107

Address

1650 SANDLAKE RD. SUITE 340

Email Address

jmarrero@zgsgroup.com

City

ORLANDO

State

Florida

Zip Code

32809

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. Section 73.671, NOTES 2 and 3.



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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

ZGS BROADCASTING OF ORLANDO, FL

Date

10/08/2010

### Electronic Filing Operations

[Check Data](#)   Run checks to look for data errors.

[File Form 398](#)   Send the values to the FCC as an FCC 398 filing.

[Reset](#)   Reset data to last updated values.

[Update Local Data](#)   Update data into this form (so that it can be saved locally with your browser's File/Save As command). This will allow you to restart this form in the future by using File/Open File.

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FCC Form 398

March 2006