

FCC 398 Children's Television Programming Report

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Call Sign	Channel Numbers	Community of License			
WHNT-TV	19 (analog)	City	State	County	ZIP Code
		Huntsville	AL	MADISON	35801
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. WHNT-TV notifies TV Guide and Tribune Media as well as the following additional publications, including an indication of the target child audience: The Cullman Times, Gadsden Times, The Huntsville Times, Comcast Cablevision of Gadsden, Comcast Cable of Huntsville, The Sand Mountain Reporter, Speakin' Out News, Huntsville, The Times Daily, Florence, The Times-Journal, Fort Payne, Tullahoma News, Madison Co. Record, Courier Press, Cullman.

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	
REAL LIFE 101		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 8:00 AM	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	18 years	

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

Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. Real life jobs and careers are explored in an energetic style as an education and information (E/I) presentation for teenage viewers. Target audience for this program is the age group 13 - 18. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.

Title of Analog Core Program #2		Origin
HEY ARNOLD!		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

Saturday, 8:30 AM	11	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	6 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series revolves around the adventures of nine-year-old Arnold, who lives in his grandparents' boarding house, where he must interact with a group of eccentric boarders, as well as with his friends and other neighborhood children. Arnold uses his creative, resourcefulness and calm to deal with the issues presented by life as a fourth grader in the big city. The objectives of this series are to help elementary school aged children to acquire better personal and social development skills through life-lessons, themes and stories that will cause them to think, assess, explore and monitor their own behavior, and to introduce them to a variety of people and issues in order to provide them with a springboard for understanding experiences in their own lives. 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	
LAZYTOWN		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 8:30 AM	2	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	2 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program is anchored by Sportacus, a fit and agile hero, whose "krytonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. 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	
CHALKZONE		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 9:00 AM	11	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	2 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Chalkzone is a series about the adventures of Rudy Tabootie, a 10 year old boy who discovers an imaginary world beyond the chalkboard where everything that has ever been drawn in chalk, and then erased, reappears and remains forever. In the Chalkzone, Rudy - with the help of his friends, the scientifically minded Penny and the brash superhero Snap, who Rudy has created - uses his love of drawing and his imagination to create adventures in which he tries to "do good by doing art". The objective of this series is to encourage children to understand and appreciate how use of their creative talents can assist them in solving problems and build their confidence in dealing with real life situations. This program is specifically designated 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	
MISS SPIDER'S SUNNY PATCH FRIENDS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 9:00 AM	2	0	
Length of Program	Age of Target Audience		E/I Symbol Used As

30 minutes	From	To	Required
	2 years	5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program, based on the series by David Kirk, follows the adventures of Miss Spider's children and their friends, a hodge-podge of bug creatures of all types. Under the warm and attentive guidance of their parents, the spider children learn that showing kindness toward and understanding of others can be an effective tool in solving problems. In addition to their pro-social storylines, the episodes also include lessons in "backyard biology." The educational objectives of the program are to help children learn the value of being part of a loving, supportive family, and understand the role of family and friends as they begin to engage in new personal and social experiences beyond the home. 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 #6		Origin	
ALL GROWN UP		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 9:30 AM	11	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series follows the Rugrats toddlers when they have reached their pre-teen years, and includes occasional flashbacks to the "missing years," which provide insights and explanations as to how their characters have evolved. The program explores issues such as seeking independence, relationships with parents, grappling with one's identity, and finding one's place socially. The objectives of this series are to provide viewers with age-appropriate life lessons that they can utilize as they undergo their own social and personal experiences. 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 #7		Origin	
DORA THE EXPLORER		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 9:30 AM	2	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

Title of Analog Core Program #8		Origin	
THE BROTHERS GARCIA		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 10:00 AM	10	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This series follows the life of a close-knit Latino family, as narrated retrospectively by the youngest of four children. The programs explore from a child's perspective classic social and personal issues relating to growing up, and relevant concerns are discussed by the children with their parents in a loving and nurturing environment. The series also provides viewers with exposure to Latino life and culture, as well as to Spanish words and phrases. The objective of the program is to afford children the opportunity to explore and understand their own attitudes and feelings through the Garcia family's experiences and its own discussion of those experiences within the confines of a supportive family structure. 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>			

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
11	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
Saturday, 9/4/2004	Saturday, 9/4/2004, 7:00 AM	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Analog Core Program #9		Origin	
DORA THE EXPLORER		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 10:00 AM	2	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In this series seven-year-old Dora and her monkey travel companion Boots invite the audience to join them each week on a journey in which they will have to overcome various obstacles to reach an end goal. The series uses a CD-ROM/on-line adventure game format to encourage a variety of problem-solving strategies. The objectives of this program are to assist children in developing their problem-solving skills, reinforce their emerging cognitive skills, and make computers more familiar to them by introducing and using the conventions and vocabulary of computer games. 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 #10		Origin	
DORA THE EXPLORER		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 10:30 AM	10	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	2 years	5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In this series seven-year-old Dora and her monkey travel companion Boots invite the audience to join them each week on a journey in which they will have to overcome various obstacles to reach an end goal. The series uses a CD-ROM/on-line adventure game format to encourage a variety of problem-solving strategies. The objectives of this program are to assist children in developing their problem-solving skills, reinforce their emerging cognitive skills, and make computers more familiar to them by introducing and using the conventions and vocabulary of computer games. 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>			

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
11	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
Saturday, 9/4/2004	Saturday, 9/4/2004, 7:30 AM	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Analog Core Program #11		Origin
LITTLE BILL		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

Saturday, 10:30 AM	2	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	2 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This is an animated series based on children's books written by Bill Cosby that examines life through the eyes of a five-year-old boy eager to understand his world. Each episode contains two stories in which Little Bill is faced with a challenge or problem, whether emotional, social or physical, he must solve. The objectives of this series are to encourage children to value themselves and the love and support of their family, friends and community, and to help them develop their social skills and ethical values by dealing with the conflicts in their lives with fairness and creativity. 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 #12		Origin	
BLUES CLUES		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday, 11:00 AM	11	2	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	
	2 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In this series, a young adult host - together with Blue, a puppy whose personality and actions mirror those of a preschooler - brings viewers a variety of games, themes and concepts that are based on an age-appropriate educational curriculum. The program follows a narrative format, in which the host elicits contributions from the viewer to answer questions and move the action forward. The program's objectives include encouraging preschoolers to actively explore the world around them, fostering their problem-solving skills and independent reasoning, and creating a foundation of confidence and optimism for future learning. 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>			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
13	2	2	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
Saturday, 9/4/2004	Saturday, 9/11/2004, 7:00 AM	Y	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		
Preemption #2			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
Saturday, 9/11/2004	Saturday, 9/11/2004, 7:30 AM	Y	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		

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).

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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	
REAL LIFE 101	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Saturday, 8:00 AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	12 years	18 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of		

Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. Real life jobs and careers are explored in an energetic style as an education and information (E/I) presentation for teenage viewers. Target audience for this program is the age group 13 - 18. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.

Title of Planned Core Program #2		Origin	
LAZYTOWN		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday, 8:30 AM		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	2 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program is anchored by Sportacus, a fit and agile hero, whose "krytonite" is sugar, which makes him instantly lethargic. Sportacus and the program's cast of child characters are challenged in each episode with an issue or dilemma, and are opposed in their attempts to complete their mission by Robbie Rotten, who seeks to return Lazytown to its former lazy ways. The program seeks to impart to preschool and early school-aged children the importance of healthy living, and to help them understand the value of developing sound eating and physical exercise habits, while also providing them positive messages about friendship, empathy, self-respect, truthfulness and other age-appropriate life lessons. 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 #3		Origin	
MISS SPIDER'S SUNNY PATCH FRIENDS		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday, 9:00 AM		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	2 years	5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program, based on the series by David Kirk, follows the adventures of Miss Spider's children and their friends, a hodge-podge of bug creatures of all types. Under the warm and attentive guidance of their parents, the spider children learn that showing kindness toward and understanding of others can be an effective tool in solving problems. In addition to their pro-social storylines, the episodes also include lessons in "backyard biology." The educational objectives of the program are to help children learn the value of being part of a loving, supportive family, and understand the role of family and friends as they begin to engage in new personal and social experiences beyond the home. 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	
DORA THE EXPLORER		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday, 9:30 AM		2	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	2 years	5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In this series seven-year-old Dora and her monkey travel companion Boots invite the audience to join them each week on a journey in which they will have to overcome various obstacles to reach an end goal. The series uses a CD-ROM/on-line adventure game format to encourage a variety of problem-solving strategies. The objectives of this program are to assist children in developing their problem-solving skills, reinforce their emerging cognitive skills, and make computers more familiar to them by introducing and using the conventions and vocabulary of computer games. 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	
THE BACKYARDIGENS		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday, 9:30 AM		11	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This program centers on three friends preschool friends, who play together after school in a barrier-less backyard behind their adjacent homes. In each episode, the children imagine an adventure, and their yard is transformed into the setting for the action. The programs use both original and well-known songs to reveal emotion, explicate character and advance the stories. The educational objectives of the program are to nurture children's interest in music, dance and imaginative storytelling, and to use these creative arts to foster children's cognitive and emotional development. 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	
DORA THE EXPLORER		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday, 10:00 AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>In this series seven-year-old Dora and her monkey travel companion Boots invite the audience to join them each week on a journey in which they will have to overcome various obstacles to reach an end goal. The series uses a CD-ROM/on-line adventure game format to encourage a variety of problem-solving strategies. The objectives of this program are to assist children in developing their problem-solving skills, reinforce their emerging cognitive skills, and make computers more familiar to them by introducing and using the conventions and vocabulary of computer games. 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 #7		Origin	
LITTLE BILL		NETWORK	
Regular Schedule		Total Times to be Aired	
Saturday, 10:30 AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		2 years	11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This is an animated series based on children's books written by Bill Cosby that examines life through the eyes of a five-year-old boy eager to understand his world. Each episode contains two stories in which Little Bill is faced with a challenge or problem, whether emotional, social or physical, he must solve. The objectives of this series are to encourage children to value themselves and the love and support of their family, friends and community, and to help them develop their social skills and ethical values by dealing with the conflicts in their lives with fairness and creativity. 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 #8		Origin	
BLUES CLUES		NETWORK	
Regular Schedule		Total Times to be Aired	

Saturday, 11:00 AM		13
Length of Program		Age of Target Audience
30 minutes		From To
		2 years 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p>In this series, a young adult host - together with Blue, a puppy whose personality and actions mirror those of a preschooler - brings viewers a variety of games, themes and concepts that are based on an age-appropriate educational curriculum. The program follows a narrative format, in which the host elicits contributions from the viewer to answer questions and move the action forward. The program's objectives include encouraging preschoolers to actively explore the world around them, fostering their problem-solving skills and independent reasoning, and creating a foundation of confidence and optimism for future learning. 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.

July 1, 2004 thru September 30, 2004. WHNT-TV 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 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. On Sunday and Monday September 5 & 6, 2004, WHNT-TV hosted our twenty-seventh annual Jerry Lewis Labor Day Telethon to Benefit the Muscular Dystrophy Association. This program was hosted by Amy George, Jerry Hayes and Robert Reeves, WHNT-TV reporters and produced by the staff of WHNT. Money raised by this event will be used by the Muscular Dystrophy Association to meet educational, service, medical needs and research needs to help fight the forth Neuromuscular Diseases that fall under the umbrella of the Muscular Dystrophy Association. Our News Department researched, prepared and produced stories concerning MDA clients and some of the Neuromuscular Diseases covered by the Association. These stories aired both in our newscasts leading up to the Telethon and then again in the telethon. This event was widely promoted on WHNT-TV and covered by our news department as a news story. Again this year WHNT-TV promoted and participated in the Huntsville Big Spring Jam, a three day music festival at Huntsville's Big Spring Park. Our News Department did stories leading up to and throughout the festival including live shots and live shows from the event. Other events reported on by our News Department were "Octoberfest at Redstone Arsenal", an annual event spotlighting the german festival and its significance to the history of Huntsville. Huntsville was the home of space pioneer Werner Von Braun, who helped launch American into space in the 1960's. Today, Huntsville is home to the Marshall Space Flight Center and Redstone Arsenal, both heavily involved in the space and defense programs for the United States. Tours of WHNT-TV - A number of tours of our television facilities were given to children's groups during this quarter. These groups included elementary school children, cub scouts, after school care groups and church groups. In addition, we accepted high school and college students into the station's internship program. This program offers young people the opportunity to see firsthand the business of television. This group of students goes through a series of interviews by the Assignment Manager, and, if the students are accepted into the program, they are placed in the News, Sports, Production or Promotion Department. Local Public Service Announcements - A listing of local Public Service Announcements aired and produced specifically for children. Some of the Public Service and Promotional events that WHNT-TV participated in this quarter were: Jerry Lewis Labor Day Telethon to Benefit the Muscular Dystrophy Association - This was the twenty-seventh annual MDA Telethon was produced and aired by WHNT-TV. Leading up to this program promotional and Public Service announcements were aired by WHNT about the event. WHNT-TV produced and aired a PSA for "Handcuffs and Hoses", a softball game between the city Police and Fire Departments. This PSA aired, but the event was cancelled due to weather and rescheduled for fourth quarter of 2004. This event was coordinated by WHNT-TV reporter Melissa Stephens. Real Life 101, as noted in question 5, is a syndicated program. This program was acquired by WHNT as additional inventory in Core Programming. The program presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the

implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. Real life jobs and careers are explored in an energetic style as an education and information (E/I) presentation for teenage viewers. Target audience for this program is the age group 13 - 18. 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, Athens Middle School, Cullman High School, Danville High School, Walnut Grove Elementary School, Paris South Elementary School, Brookhaven Middle School, Red Bay High School, Gordon Bibb Elementary School, North Sand Mountain School, Caldwell Elementary School, Claysville Elementary, D.A.R. High School, North Alabama Science Center, Grassy Elementary, Highland Rim Elementary, Meridianville Middle School, Priceville Elementary, Boaz High School and Eva School. WHNT-TV also has a system located in the weather office. These units are used in classroom study and are also available for weather observation and display on our air during weather segments and severe weather events. Wild Wild Weather (Internet) Page - This educational web page (www.whnt.com) is for students and teachers. It is generated by the licensee's Chief Meteorologist and is used on the licensee's daily newscasts. This web page has been selected as the LA Times pick of best web sites for children, one of several such accolades it has received from teachers and educators from around the country. PSA Schedule Lists - Listing of all PSA's aired during the quarter. Promotional Schedule Lists - Promotional events for the third quarter 2003 were: From our news set during newscast we promoted the MDA Telethon and fund raising events leading up to our 26th Annual Jerry Lewis Labor Day Telethon to benefit the Muscular Dystrophy Association. Also promoted from the set was the "Handcuffs and Hoses" softball game between the Huntsville Police and Fire Departments. This event was cancelled due to weather, but rescheduled for fourth quarter of 2004. School Days - School Days is a concept we formed in response to the age-old complaint about television news: that all we cover is "bad" news. The fact of the matter is that there is plenty of good news out there. For example, all over our viewing area, kids are celebrating little victories every day. WHNT-TV decided to be the first station to make a regular commitment to be there whenever our local kids win a contest, launch a drive for charity, or even spend the day learning what makes a kite fly. Story ideas are submitted by our viewers and selected by our news department for coverage. Beginning the weekend of September 18, 2004 the CBS Television Network changed its morning line-up of Children's Programming. Dropped from the schedule were "Hey Arnold" and "Brothers Garcia" for kids 6 to 11, also "Chalkzone" and "All Grown Up" for kids 2 to 11. These programs were replaced with "Lazy Town" and "Little Bill" designed for kids 2 to 11, "Miss Spiders Sunny Patch Friends" and a second run of "Dora the Explorer" for kids 2 to 5. Other items - such as letters from viewers, gifts to students and schools and appearances by the NewsChannel 19 staff at schools, children and community events. WHNT is still involved in a "Vials of Life" campaign that started in 2000. We have distributed thousands of 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. This program is now being coordinated by Robert Reeves our morning news anchor and Melissa Stephens our weekend anchor. Detailed information on each of these items can be found in the "Kids Report" and "Problems, Needs & Interest" filed in the licensee's public file. 9/28/04

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 Times Management Services	
Date	
October 4, 2004	