

Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: [12/31/2008](#)

Call Sign	Channel Numbers	Community of License			
WVTM-TV	13 <i>(analog)</i>	City	State	County	ZIP Code
	52 <i>(digital)</i>	BIRMINGHAM	AL	JEFFERSON	35209
Licensee Name					
Media General Communications Holdings, LLC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network NBC		Birmingham	WWW.NBC13.COM		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
74173	NA		04/01/2013		

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). 3.00 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 Birmingham News; The Birmingham Post-Herald; TV Guide and Tribune

4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Analog Core Program #1		Origination	
JANE AND THE DRAGON		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 9A	13	0	
Length of Program	Age of Target Audience	E/I Symbol Used As Required	
		From	To
30 minutes	4 years	8 years	Y

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 that hails from Martin Baynton's best selling books about a middle class girl named Jane. She is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses analytical ability to illustrate how a problem can be made less complicated and easily solved.

Title of Analog Core Program #2		Origination	
ZULA PATROL		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 930A	13	0	

Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The Zula Patrol has arrived. Stalwart Captain Bula, brainiac Professor Multo, feisty hot-doggin' space pilot Zeeter, the amazing space pet Gorga, and twin flying companions Wizzy & Wigg are the lovably wacky characters who will take our pre-Kindergarten through 2nd graders on a roller coaster fun ride across the Universe - and teach them critical facts about science and astronomy in the process. The only 3D/CG animated children's show that focuses on the important curriculum of science and astronomy, The Zula Patrol is an entertaining and educational TV series that combines zesty family entertainment with proven educational elements. With a secondary goal of encouraging core values of non-violence and tolerance, the show encourages whole-family participation and interest in learning about science and astronomy, in a fun, comic style.</p>			

Title of Analog Core Program #3		Origination	
3-2-1 PENGUINS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 10A	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>3-2-1 Penguins! and Larryboy Stories draws upon characters from two stories and uses both long and short-form material involving these characters to provide socio-emotional messages to children. 3-2-1 Penguins! and Larryboy Stories features two children Jason and Michelle whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy penguins comes to life. The children are sucked into the spaceship, where they meet the now live penguins and journey through space, to solve an inter-galactic disaster threatening the penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important socio-emotional message through their adventure with the penguins. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy. Larryboy Stories is about a young cucumber-janitor named Larry from the Daily Bumble who assumes a superhero persona to fight crimes and save lives, bringing peace and safety to the small town of Bumblyburg. In doing so, Larry takes us through adventures where he and his viewers learn core values of honesty, friendship, respect for others, forgiveness, and love for all through socio-emotional messages embedded within the story.</p>			

Title of Analog Core Program #4		Origination	
VEGGIE TALES		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 1030A	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>VeggieTales is a children's series featuring animated vegetables who teach life lessons through stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.</p>			

Title of Analog Core Program #5		Origination	
TURBO DOGS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 11A	13	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	4 years	8 years	

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

Based on award-winning author-illustrator Bob Kolar's picture book, *Racer Dogs*, *Turbo Dogs* brings the unique world of Racerville to life via innovative 3-D animation and high-octane storylines. A funny cast of canine friends will help each other to the finish. Dash, Mags, GT, Strut, Stinkbert and Clutch make up the fastest group of dogs in Racerville, takes kids on an accelerated adventure filled with comedic high jinks, and fast racing action. Kids are sure to get caught up in the storylines and non-stop fun but with the emphasis on friendship, fair play, and teamwork, they will also zoom away with some valuable rules of the road.

Title of Analog Core Program #6		Origination	
MY FRIEND RABBIT		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 1130A	12	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	4 years	8 years	Y

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

My Friend Rabbit is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	1	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
10/4/2008	10/4/08 830A	N
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.	3.00 hours
(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?	Y
(c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. If No to 7(c), submit as an Exhibit a Statement of Explanation.	Y
8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.	168 hours

(b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.

3.00 hours

9. (a) Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. §73.673?

Y

(b) Identify publishers who were sent information in 9(a).

The Birmingham News, The Birmingham Post Herald, TV Guide and tribune

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Digital Core Program #1		Origination	
WEATHER PLUS U (DIGITAL MULTICAST ONLY)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT/12-1230P; 2-230P; 4-430P	39		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Weather Plus U., a program available on the Station's multicast "NBC Weather Plus" channel, offers teenagers a closer look at the weather and earth sciences and how they can and do affect their lives. Each episode is an entertaining combination of taped vignettes and timely segments relating to current weather events, with targeted topics geared toward teens aged 13 and older. The segments include regular features like "Weather in the News," "Weather Plus on Location," "Weather Plus Experiments," "Weather Plus in the Classroom" and "Weather Plus Interacts." Together, the segments highlight how and why the weather changes and how forecasters try to predict the weather, the nature and scope of significant weather events, and how teens can better understand or react to weather, both in their hometown and around the world.			

Title of Digital Core Program #2		Origination	
WEATHER PLUS U (DIGITAL MULTICAST ONLY)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUN/12-1230P; 2-230P; 4-430P	39		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Weather Plus U., a program available on the Station's multicast "NBC Weather Plus" channel, offers teenagers a closer look at the weather and earth sciences and how they can and do affect their lives. Each episode is an entertaining combination of taped vignettes and timely segments relating to current weather events, with targeted topics geared toward teens aged 13 and older. The segments include regular features like "Weather in the News," "Weather Plus on Location," "Weather Plus Experiments," "Weather Plus in the Classroom" and "Weather Plus Interacts." Together, the segments highlight how and why the weather changes and how forecasters try to predict the weather, the nature and scope of significant weather events, and how teens can better understand or react to weather, both in their hometown and around the world.			

11. Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?

Y

If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Non-Core Educational and Informational Programming

12. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. §73.671. Complete chart below for each additional such educational and information program.

[There are no digital non-core program reports.]

Sponsored Core Programming

13. List Core Programs, if any, aired by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by

another station increased.

[There are no digital sponsored core program broadcast reports.]

[There are no digital sponsored core program detail reports.]

Other Matters

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

Title of Planned Core Program #1		Origination	
JANE AND THE DRAGON		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 9A		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Set in medieval times, Jane and the Dragon is an animated show that hails from Martin Baynton's best selling books about a middle class girl named Jane. She is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses analytical ability to illustrate how a problem can be made less complicated and easily solved.</p>			

Title of Planned Core Program #2		Origination	
The Zula Patrol		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 930A		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The Zula Patrol has arrived. Stalwart Captain Bula, brainiac Professor Multo, feisty hot-doggin' space pilot Zeeter, the amazing space pet Gorga, and twin flying companions Wizzy & Wigg are the lovably wacky characters who will take our pre-Kindergarten through 2nd graders on a roller coaster fun ride across the Universe - and teach them critical facts about science and astronomy in the process. The only 3D/CG animated children's show that focuses on the important curriculum of science and astronomy, The Zula Patrol is an entertaining and educational TV series that combines zesty family entertainment with proven educational elements. With a secondary goal of encouraging core values of non-violence and tolerance, the show encourages whole-family participation and interest in learning about science and astronomy, in a fun, comic style.</p>			

Title of Planned Core Program #3		Origination	
3-2-1 Penguins		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 10A		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>3-2-1 Penguins! and Larryboy Stories draws upon characters from two stories and uses both long and short-form material involving these characters to provide socio-emotional messages to children. 3-2-1 Penguins! and Larryboy Stories features two children Jason and Michelle whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy penguins comes to life. The</p>			

children are sucked into the spaceship, where they meet the now live penguins and journey through space, to solve an inter-galactic disaster threatening the penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important socio-emotional message through their adventure with the penguins. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy. Larryboy Stories is about a young cucumber-janitor named Larry from the Daily Bumble who assumes a superhero persona to fight crimes and save lives, bringing peace and safety to the small town of Bumblyburg. In doing so, Larry takes us through adventures where he and his viewers learn core values of honesty, friendship, respect for others, forgiveness, and love for all through socio-emotional messages embedded within the story.

Title of Planned Core Program #4		Origination	
VEGGIE TALES		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 1030A		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>VeggieTales is a children's series featuring animated vegetables who teach life lessons through stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.</p>			

Title of Planned Core Program #5		Origination	
TURBO DOGS		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 11A		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Based on award-winning author-illustrator Bob Kolar's picture book, Racer Dogs, Turbo Dogs brings the unique world of Racerville to life via innovative 3-D animation and high-octane storylines. A funny cast of canine friends will help each other to the finish. Dash, Mags, GT, Strut, Stinkbert and Clutch make up the fastest group of dogs in Racerville, takes kids on an accelerated adventure filled with comedic high jinks, and fast racing action. Kids are sure to get caught up in the storylines and non-stop fun but with the emphasis on friendship, fair play, and teamwork, they will also zoom away with some valuable rules of the road.</p>			

Title of Planned Core Program #6		Origination	
My Friend Rabbit		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 1130A		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>My Friend Rabbit is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.</p>			

Title of Planned Core Program #7		Origination	
XIS (DIGITAL MULTICAST ONLY)		LOCAL	

Regular Schedule		Total Times to be Aired	
SAT 9A - 12N		39	
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>"Xis" features Dr. Bill Wellnitz (known as Wizard Wellnitz in the show), Professor, Augusta State University, and Director, Georgia Science Olympiad. During the show Dr. Wellnitz performs safe, but exciting experiments that have a visual impact on children and adults. Most of the experiments are simple and can be repeated at home with minimal to no adult supervision. The program was created to challenge and entertain children while educating them on the fun facts of science.</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	
Andreya Harris		205-558-7269	
Address		E-mail Address	
1732 Valley View Drive		aharris@wvtm.com	
City	State	ZIP Code	
Birmingham	AL	35209	

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.

After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. The station broadcast no additional programs specifically designed for children ages twelve and under. "WVTM anticipates adding RTN Network core children's television programs, which will replace XIS, to its Channel 52 DTV lineup at some point in the first quarter of 2009, although the specific date has not been finalized at the time of submitting this report."

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
Media General Communications Holdings, LLC	
Date	
01/09/2009	

