

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: [12/31/2007](#) Filed on: [01/09/2008](#)

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

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). **3.42 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		Origin	
POSTMAN PAT (10/6/07 through 10/27/07)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SAT 9A	4	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
		From	
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			
Postman Pat is an animated show, based in England, about a mailman named Pat who drives through the countryside delivering the mail with his cat, Jesse. Everyday, as he sets out to deliver the mail, Postman Pat, encounters a problem faced by his family, his friends and sometimes even himself. The show's social-emotional messages convey how adults and children interact and work together to solve problems in everyday life.			

Title of Analog Core Program #2		Origin
JACOB TWO-TWO (11/3/07 through 12/29/07)		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

SAT 9A		9	0
Length of Program		Age of Target Audience	
30 minutes		From	To
		4 years	8 years
E/I Symbol Used As Required			
Y			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Based on Mordecai Richler's books, Jacob Two-Two is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacobs father, a full-time writer.</p>			

Title of Analog Core Program #3		Origin	
DRAGON		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	
30 minutes		From	To
		4 years	8 years
E/I Symbol Used As Required			
Y			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Inspired by children's everyday life, Dragon is an animated show that is based on the book series by author and illustrator, Dav Pilkey. The show follows a little blue dragon as he faces his daily challenges. Using a simple and direct approach to life, Dragon learns new information and develops new skills primarily through trial and error. Dragon is friendly and helpful, but he tends to see things from a much different perspective and sometimes that leads to trouble. As each story unfolds, the audience learns to see things in different ways, much like Dragon, and they learn how to problem-solve through everyday challenges. Dragon shows how to take care of a pet, discover new places, or how to find the right hobby.</p>			

Title of Analog Core Program #4		Origin	
MY FRIEND RABBIT		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	
30 minutes		From	To
		4 years	8 years
E/I Symbol Used As Required			
Y			
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 Analog Core Program #5		Origin	
3-2-1 PENGUINS AND LARRY BOY STORIES		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	
		From	To
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

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.

Title of Analog Core Program #6		Origin
VEGGIE TALES		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
	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

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.

Title of Analog Core Program #7		Origin
JANE AND THE DRAGON		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SAT 1130A	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 #8		Origin
KID GUIDES (10/21/07 through 12/30/07)		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

SUN 11A	11	0	
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			
Kid Guides is an award winning, action packed series that takes kids behind the scenes of some of the top zoos, aquariums, museums and other destinations in the world. Kids learn about the working of the locations as well as the science behind what it takes to run the places. Whether it is learning about how to care for a white tiger, how to be a zoo keeper, how to handle snakes, or how to take underwater pictures, the hosts dive right in.			

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).

3.42 hours
Y
Y
<i>(None Required)</i>
168.00 hours
3.00 hours
Y

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		Origin
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	0
Length of Program	Age of Target Audience	E/I Symbol Used As Required

30 minutes	From	To	Y
	13 years	16 years	
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		Origin	
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	0	
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. (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? Y
- (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. (None Required)

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	
JACOB TWO-TWO		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>Based on Mordecai Richler's books, Jacob Two-Two is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacobs father, a full-time writer.</p>			

Title of Planned Core Program #2		Origin	
DRAGON		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>Inspired by children's everyday life, Dragon is an animated show that is based on the book series by author and illustrator, Dav Pilkey. The show follows a little blue dragon as he faces his daily challenges. Using a simple and direct approach to life, Dragon learns new information and develops new skills primarily through trial and error. Dragon is friendly and helpful, but he tends to see things from a much different perspective and sometimes that leads to trouble. As each story unfolds, the audience learns to see things in different ways, much like Dragon, and they learn how to problem-solve through everyday challenges. Dragon shows how to take care of a pet, discover new places, or how to find the right hobby.</p>			

Title of Planned Core Program #3		Origin	
MY FRIEND RABBIT		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>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 #4		Origin	
3-2-1 PENGUINS! AND LARRYBOY STORIES		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>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 Planned Core Program #5		Origin	
VEGGIE TALES		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>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 #6		Origin	
JANE AND THE DRAGON		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 1130A		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 #7		Origin	
KID GUIDES		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SUN 1/6/08 & 1/13/08		2	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Kid Guides is an award winning, action packed series that takes kids behind the scenes of some of the top zoos, aquariums, museums and other destinations in the world. Kids learn about the working of the locations as well as the science behind what it takes to run the places. Whether it is learning about how to care for a white tiger, how to be a zoo keeper, how to handle snakes, or how to take underwater pictures, the hosts dive right in.</p>			

Title of Planned Core Program #8		Origin	
WEATHER PLUS U (DIGITAL MULTICAST ONLY)		NETWORK	
Regular Schedule		Total Times to be Aired	
SAT 12P; 2P; 4P		39	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</p>			

Title of Planned Core Program #9		Origin	
WEATHER PLUS U (DIGITAL MULTICAST ONLY)		NETWORK	
Regular Schedule		Total Times to be Aired	
SUN 12P; 2P; 4P		39	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	13 years	16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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.</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.

NBC decided after the 10/27/07 airing of Postman Pat in the SAT 9AM slot to remove that program and begin showing Jacob Two-Two. Postman Pat only ran from 10/6 until 10/27. Jacob Two-Two started on 11/3 and continued through the end of the quarter.

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	
01/09/2008	

