

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: 09/30/2011

Call Sign	Channel Numbers	Community of License			ZIP Code
WLEX-TV	18 (analog)	City	State	County	40588
	39 (digital)	Lexington	KY	Fayette	
Licensee Name					
WLEX Communications, LLC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network		Lexington	http://www.lex18.com		
NBC					
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
73203			08/01/2005		

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(e). 4 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).

DirectTV Program Guide, Dish Network Program Guide, Intermedia, Lexington Herald-Leader, Meridian Communications, NBC-TV Network, Perfect TV Company, The Cable Guide, Tribune Media Services, TV Guide Preview Channel, Video Viewing, Charter Communications, Titan TV, Insight Cable, Time Warner Cable, FYI Television

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	Age of Target Audience		EA Symbol Used As Required
Dog Tales	SYNDICATED			
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
Sat 930am	11	2		
Length of Program	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

Dog Tales showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care.

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?
7/2	7/10 1130am	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?
9/17	9/17 830am	N
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 #2	Turbo Dogs		Origination	NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
Sat 1000am	12	1		
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
30 minutes	From	To		
	6 years	10 years	Y	

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

Turbo Dogs is based on the Racer Dogs book by Bob Kolar. The action is set in the town of Racerville, where a wacky, canine-based community shares a passion for motor sports. The series will aim to expose kids to the concepts of direction, distance and time, while reinforcing the importance of cooperation and fair play. In each episode, canine heroes Dash, Mags, GT, Strut, Stinkbert and Clutch will take kids on a high-speed racing adventure with an emphasis on friendship and teamwork.

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?
7/2	7/10 1200pm	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 #3	Shelldon		Origination	NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions		
Sat 1030am	12	1		
Length of Program	Age of Target Audience		E/I Symbol Used As Required	
30 minutes	From	To		
	6 years	10 years	Y	

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

SHELLDON chronicles the aquatic adventures of a young Yoka Star Shell named Shelldon and his best friends, Herman and Connie. The trio's undersea exploits throughout their hometown of

Shell Land offer plenty of opportunity for fun and games, but there's always a lesson to be learned in their escapades as well.

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?
7/2	7/10 1230pm	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 #4		Origination
The Magic School Bus		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sat 1100am	12	1
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 6 years To 10 years	Y

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

The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.

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?
7/2	7/10 100pm	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 #5		Origination
Babar		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sat 1130am	12	1
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 6 years To 10 years	Y

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

Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a socio-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

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?
7/2	7/10 130pm	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 #6	Origination	
Willa's Wild Life	NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sat 1200pm	11	2
Length of Program	Age of Target Audience	
30 minutes	From	To
	6 years	10 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

What kid hasn't brought home a stray dog, baby bird or a firefly in a jar? Willa, that's who. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, there's barely room in Willa's room for Willa! When there's a Willa there is a way! From the Creator of Oswald, Willa's Wild Life is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.

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?
7/2	7/10 200pm	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?
9/17	9/17 900am	N
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 #7	Origination	

Pearlie				NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time			Number of Pre-emptons
Sat 1230pm	11			2
Length of Program		Age of Target Audience		E/I Symbol Used As Required
30 minutes		From	To	
		6 years	10 years	Y

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

Pearlie is an animated comedy series based on the children's book series Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlle focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlle's nemesis and cousin Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, we see Pearlle approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

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?
7/2	7/10 230pm	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?
9/17	9/17 930am	N
	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 #8	Origination
Made in Hollywood: Teen Edition	SYNDICATED

Regular Schedule	Total Times Aired at Regularly Scheduled Time			Number of Pre-emptons
Sat 100pm	10			3
Length of Program		Age of Target Audience		E/I Symbol Used As Required
30 minutes		From	To	
		13 years	16 years	Y

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

Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
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12		3		2	
		Preemption #1			
Date preempted/Episode #		If rescheduled, date and time reschedule		Is the rescheduled date the second home?	
7/2				Y	
				Y	
Reason for Preemption	SPORTS				
		Preemption #2			
Date preempted/Episode #		If rescheduled, date and time reschedule		Is the rescheduled date the second home?	
7/30		7/31 1130am		Y	
				Y	
Reason for Preemption	SPORTS				
		Preemption #3			
Date preempted/Episode #		If rescheduled, date and time reschedule		Is the rescheduled date the second home?	
9/17		9/18 1130am		Y	
				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.

Title of Analog Non-Core Program #1		Origination	
Missing		S	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday 500am	10	3	
Length of Program	Age of Target Audience		
30 minutes	From	To	
	13 years	16 years	
Does the program have educating and informing children ages 16 and under as a significant purpose?			Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?			Y
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?			Y
Description of Program			
Missing is a weekly half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. The program includes tips and information to keep children safe.			
Date and Time Aired (if preempted and rescheduled)			

Title of Analog Non-Core Program #2		Origination
Made in Hollywood: Teen Edition		S
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sunday 530am	10	3
Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years
Does the program have educating and informing children ages 16 and under as a significant purpose?		Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		Y
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. §73.673?		Y
Description of Program		
<p>Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession.</p>		
Date and Time Aired (if preempted and rescheduled)		

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. 4 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. Y
- 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. 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 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).

Intermedia, Lexington Herald-Leader, Meridian Communications, NBC-TV Network, Perfect TV Company, The Cable Guide, Tribune Media Services, TV Guide Preview Channel, Video Viewing, Charter Communications, Titan TV, Insight Cable, Time Warner Cable, FYI Television

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
Swap TV		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Monday 730am, 800am, 830am, 900am, 930am	65	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From To	
	13 years 16 years	Y

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

Swap TV is a fun, fast-paced series where two kids swap lives for a once-in-a-lifetime weekend adventure. Youths from different backgrounds exchange life experiences and learn invaluable lessons about people, places and cultures.

Title of Digital Core Program #2		Origination
In The Zone		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Monday 700am	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From To	
	13 years 16 years	Y

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

Sports figures teach the importance of passion and determination to succeed both in sports and other aspects of children's lives.

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
Dog Tales (Channel 18.1)	SYNDICATED
Regular Schedule	Total Times to be Aired
Sat 930am	14
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

Dog Tales showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care.

Title of Planned Core Program #2	Origination
Turbo Dogs (Channel 18.1)	NETWORK
Regular Schedule	Total Times to be Aired
Sat 1000am	14
Length of Program	Age of Target Audience
30 minutes	From To
	6 years 10 years

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

Turbo Dogs is based on the Racer Dogs book by Bob Kolar. The action is set in the town of Racerville, where a wacky, canine-based community shares a passion for motor sports. The series will aim to expose kids to the concepts of direction, distance and time, while reinforcing the importance of cooperation and fair play. In each episode, canine heroes Dash, Mags, GT, Strut, Stinkbert and Clutch will take kids on a high-speed racing adventure with an emphasis on friendship and teamwork.

Title of Planned Core Program #3	Origination
Shelldon (Channel 18.1)	NETWORK
Regular Schedule	Total Times to be Aired
Sat 1030am	14
Length of Program	Age of Target Audience
30 minutes	From To
	6 years 10 years

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

SHELLDON chronicles the aquatic adventures of a young Yoka Star Shell named Shelldon and his best friends, Herman and Connie. The trio's undersea exploits throughout their hometown of Shell Land offer plenty of opportunity for fun and games, but there's always a lesson to be learned in their escapades as well.

Title of Planned Core Program #4	Origination
The Magic School Bus (Channel 18.1)	NETWORK
Regular Schedule	Total Times to be Aired
Sat 1100am	14
Length of Program	Age of Target Audience
	From To

30 minutes

6 years

10 years

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

The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 4 to 9 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line.

Title of Planned Core Program #5

Origination

Babar (Channel 18.1)

NETWORK

Regular Schedule

Total Times to be Aired

Sat 1130am

14

Length of Program

Age of Target Audience

30 minutes

From

To

6 years

10 years

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

Based on the books by Laurent de Brunhoff, Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a socio-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

Title of Planned Core Program #6

Origination

Willa's Wild Life (Channel 18.1)

NETWORK

Regular Schedule

Total Times to be Aired

Sat 1200pm

14

Length of Program

Age of Target Audience

30 minutes

From

To

6 years

10 years

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

What kid hasn't brought home a stray dog, baby bird or a firefly in a jar? Willa, that's who. So far, this 9-year-old critter collector has adopted a giraffe, a couple elephants, an alligator and so many other exotic animals, there's barely room in Willa's room for Willa! When there's a Willa there is a way! From the Creator of Oswald, Willa's Wild Life is an enchanting series about a little girl's unique home life that is sure to keep you in stitches and warm your heart. Willa's Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way.

Title of Planned Core Program #7

Origination

Pearlie (Channel 18.1)

NETWORK

Regular Schedule

Total Times to be Aired

Sat 1230pm

14

Length of Program

Age of Target Audience

30 minutes

From	To
6 years	10 years

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

Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harner. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4-8 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

Title of Planned Core Program #8

Origination

Made in Hollywood: Teen Edition (Channel 18.1)

SYNDICATED

Regular Schedule

Total Times to be Aired

Sat 100pm

14

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

Made in Hollywood: Teen Edition provides its target age group of teens 13-16 with behind-the-screen background and techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession.

Title of Planned Core Program #9

Origination

In the Zone (Channel 18.2)

SYNDICATED

Regular Schedule

Total Times to be Aired

Monday 700am

14

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

Sports figures teach the importance of passion and determination to succeed both in sports and other aspects of children's lives.

Title of Planned Core Program #10

Origination

Swap TV (Channel 18.2)

SYNDICATED

Regular Schedule

Total Times to be Aired

Monday 730am, 800am, 830am, 900am, 930am

70

Length of Program

Age of Target Audience

30 minutes From 13 years To 16 years

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

Swap TV is a fun, fast-paced series where two kids swap lives for a once-in-a-lifetime weekend adventure. Youths from different backgrounds exchange life experiences and learn invaluable lessons about people, places and cultures.

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	
Camille Thomas	859-226-7605	
Address	E-mail Address	
1065 Russell Cave Road	cthomas@wlex.tv.com	
City	State	ZIP Code
Lexington	KY	40505

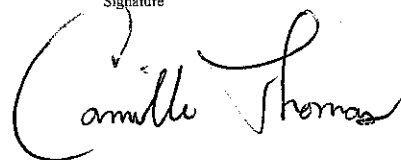
17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other non-core educational and informational programming that you aired 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.

THE MORE YOU KNOW WEBSITE: The More You Know's website (www.nbc.com/tmyk) features scripts from the award winning public service announcements, referral information for other organizations referenced in the PSA'S, a general campaign overview, and educational materials produced in connection with NBC programming. The site also includes a list of the campaign's most recent accolades. THURSDAY'S CHILD: This is a segment of our newscast each Thursday. Dia Davidson, one of our dayside anchors takes a different child out each week that is in the social service system in Lexington and up for adoption. She spends the entire day with them, getting to know the child, spending quality one on one time with the child. She then does a news segment featuring the child and asking interested viewers to call the number on the screen to inquire about adoption. Children have received wonderful loving families to be a part of as a result. LEXINGTON HUMANE SOCIETY: Each day on our 1230 pm newscast a representative from the Lexington Humane Society appears at the end on the set with the anchors featuring a different animal. It may be a cat, dog, guinea pig, armadillo, rabbit, etc. These are healthy animals up for adoption. Information relating to the type of animal it is, its nature, what kind of home it needs, etc are given to educate the viewer about specific kinds of animals. Viewers are encouraged to call the humane society's number on the screen to adopt. We have made a lot of little children happy with these opportunities to adopt a homeless animal. BILL'S WEATHER 101: WLEX-TV'S Chief Meteorologist, Bill Meck, routinely visits elementary and middle school students in their classrooms to help them better understand the weather information he provides daily during his on-air segments. Bill's Weather 101 takes the complexities and wonders of weather and makes the fundamentals simple and fun. Students as young as kindergarten are able to grasp concepts easily. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies as follows: (i) the only programs specifically designed for children ages twelve and under that the station broadcast this quarter are disclosed in this report and (ii) the licensee fully complied with the FCC's commercial limits in children's programs, as specified at 47 C.F.R. Section 73.670, with respect to these programs.

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
 WLEX Communications, LLC
 Date
 10/5/2011

Signature


FCC Form 398
March 2006