

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: 06/30/2009

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
WEEK-TV	(analog) 25 (digital)	East Peoria	IL	Tazewell	61611
Licensee Name					
WEEK-TV License, Inc.					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
Network NBC	Peoria-Bloomington	www.week.com			
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
24801		12/01/2013			

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). 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?
- (b) Identify publishers who were sent information in 3(a).
4. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.
- [There are no analog core program reports.]*

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. 3.19 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.
- 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).

Y
168.00 hours
3.0 hours
Y

Video Viewing, Tribune Media Services, TV Guide, FYI Television, Bloomington/Normal Pantagraph Newspaper, Peoria Journal Star Newspaper

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	
Veggie Tales (25.1)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 9:00 AM to 9:30 AM	11		
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			
Veggie Tales draws upon characters from stories, which use both long and short form material to provide social-emotional messages to children. The children's series features animated vegetables who teach life lessons through stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem. Using short stories to parallel the situation with a problem and solution, the episodes end 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.			
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?	
June 6, 2009/VEG111	June 6, 2009 11:00 AM	N	
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?	
June 20, 2009/VEG113	June 20, 2009 7:00 AM	N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		

Title of Digital Core Program #2		Origination	
3-2-1 Penguins (25.1)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 9:30 AM to 10:00 AM	11		
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				
3-2-1 Penguins features two children 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 social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.				
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?	
June 6, 2009/PEN302	June 6, 2009 11:30 AM		N	
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?	
June 20, 2009/PEN304	June 20, 2009 7:30 AM		N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?			Y	
Reason for Preemption	SPORTS			

Title of Digital Core Program #3		Origination	
Turbo Dogs (25.1)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 10:00 AM to 10:30 AM	11		
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				
Turbo Dogs is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.				
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?	
June 6, 2009/TDO110	June 6, 2009 12:00 Noon		N	
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?	

June 20, 2009/TDO112	June 20, 2009 8:00 AM	N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #4		Origination	
Babar (25.1)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 10:30 AM to 11:00 AM	11		
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			
Based on the books by Laurent de Brunhoff, Barbar 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 social-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	2	2	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
June 6, 2009/BAR203	June 6, 2009 12:30 PM	N	
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?	
June 20, 2009/BAR205	June 20, 2009 8:30 AM	N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		

Title of Digital Core Program #5		Origination	
Zula Patrol (25.1)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 11:00 AM to 11:30 AM	11		
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			
Based on the book series by Deborah Manchester, The Zula Patrol teaches science and astronomy facts to a target audience of children 4-8 years of age. the Zula Patrol is a group of six animated aliens, headed by Captain Bula, who carry out a variety of scientific space missions. During their missions, Captain Bula and his crew often encounter their foe, Dark Truder, and his minion, Traxie, who are trying to take over the universe. Over the course of the story, the audience learns different facts about specific space topics such as stars, planets, orbits, moons, asteroids, comets, gravity, and space probes. The information is then highlighted during a segment where crew member Professor Multo delivers his			

æšĀ-Ā...Ā;ĀfæšĀ,Ā-ĀfĒ'ĀçĀ,-Ā|ĀfĀçĀçæšĀ-Ā...âœMulto-MomentsĀfĒ'Ā|âœĀfæšĀ,ĀçĀfĒ'Ā,ĀçĀfĀçĀçæšĀ-Ā...Ā;ĀfæšĀ,Ā-ĀfĒ'ĀçĀ,-Ā;ĀfæšĀ,Ā• or summary of scientific facts from the story. Typically, the stories also provide a social-emotional tag based on tolerance and non-violent conflict resolution.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
12	2	1
Preemption #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?
June 6, 2009/ZUL119	June 6, 2009 1:00 PM	N
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?
June 20, 2009/ZUL120		N
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y
Reason for Preemption	SPORTS	

Title of Digital Core Program #6		Origination	
My Friend Rabbit (25.1)		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 11:30 AM to 12:00 Noon	11		
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	
12	2	1	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
June 6, 2009/MFR210	June 6, 2009 1:30 PM	N	
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?	
June 20, 2009/MFR212		N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		

Title of Digital Core Program #7	Origination

Animal Atlas (25.1)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 12:00noon to 12:30PM (04/25-06/27)	8		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	5 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Animal Atlas is an entertaining show that explores the world of animal wildlife. It answers many questions about animals and gives viewers a better understanding of how different animal species live and what they need to survive. This series deals with different topics like "Animal Appetites," "Animal Antics," "Animal Babies," and also produces shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows they go on a thorough and entertaining exploration of a specific animal that takes the viewer into that animal's world in order to see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival.			
Total Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled	
8	2	0	
Preemption #1			
Date Preempted/Episode #	If rescheduled, date and time reschedule	Is the rescheduled date the second home?	
June 6, 2009/516		N	
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?	
June 20, 2009/518		N	
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		Y	
Reason for Preemption	SPORTS		

Title of Digital Core Program #8		Origination	
What's Up/Que Pasa (25.2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 8:00 AM to 8:30 AM	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	8 years	12 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
What's Up/Que Pasa is a weekly multi-cultural show that emphasizes the commonality between other cultures while teaching today's youth to appreciate their differences. Every week the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation; through a hip combination of rap and humor. Each episode is a fast-paced half hour of music, humor and on-location antics that keep children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the hosts include: Health Rap, Travel Time, DJ's Mailbox, Papa's Show & Tell Story Time.			

Title of Digital Core Program #9		Origination	
Real Life 101 (25.2)		SYNDICATED	

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 8:30 AM to 9:00 AM	13		
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			
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.			

Title of Digital Core Program #10		Origination	
Ultimate Choice (25.2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 9:00 AM to 9:30 AM	13		
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			
Ultimate Choice provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about the physical and moral issues related to the subjects explored and discussed in this television series. In each of the episodes within this series, eight teens, who have just finished an extreme adventure that brought them face-to-face with the challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide men and women throughout their lives. Issues discussed include: drugs, compromise, resolving conflict, teamwork, fear and self-control.			

Title of Digital Core Program #11		Origination	
Dog Tales (25.2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 9:30 AM to 10:00 AM	13		
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			
Dog Tales serves the educational and informational needs of children 13 to 16 years of age with its program content which includes dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs and promotes writing and creative skills with essay and art contests.			

Title of Digital Core Program #12		Origination	
Animal Rescue (25.2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 10:00 AM to 10:30 AM	13		
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

Animal Rescue is a series which showcases the spectacular rescues of all types of animals with a focus on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children about the proper care of animals and provides safety tips about how to care for all kinds of creatures in the animal kingdom.

Title of Digital Core Program #13		Origination	
Missing (25.2)		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SA 10:30 AM to 11:00 AM	13		
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			
Missing serves the educational and informational needs of children 13 to 16 years of age with its program content which includes safety tips and real-life stories using various resources to help find missing people. The show also performs a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children.			

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	
Veggie Tales (25.1)		NETWORK	
Regular Schedule	Total Times to be Aired		
SA 9:00 AM to 9:30 AM	13		
Length of Program	Age of Target Audience		
	From	To	
30 minutes	4 years	8 years	

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

VEGGIETALES is a show that draws upon characters from stories, which use both long and short form material to provide social-emotional messages to children. Narrated by animated veggies, Bob the Tomato and Larry the Cucumber, the show teaches life lessons through wit and humor. Each episode contains one or two short animated stories that illustrate core values to children in an entertaining way. Stories are interrupted with silly songs, usually sung by Larry the Cucumber, that contain whacky lyrics in a catchy tune. Each episode ends with Bob and Larry reinforcing the lesson learned through the stories.

Title of Planned Core Program #2	Origination	
3-2-1 Penguins (25.1)	NETWORK	
Regular Schedule	Total Times to be Aired	
SA 9:30 AM to 10:00 AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	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! draws upon characters from two stories and uses both long and short form material involving these characters to provide social-emotional messages to children. The show 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 and ends after the children have learned an important social-emotional message through their adventure with the Penguins.

Title of Planned Core Program #3	Origination	
Turbo Dogs (25.1)	NETWORK	
Regular Schedule	Total Times to be Aired	
SA 10:00 AM to 10:30 AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	4 years	8 years

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

TURBO DOGS is a show about six canine friends Dash, GT, Clutch, Stinkbert, Strut, and Mags, who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

Title of Planned Core Program #4	Origination	
Barbar (25.1)	NETWORK	
Regular Schedule	Total Times to be Aired	
SA 10:30 AM to 11:00 AM	13	
Length of Program	Age of Target Audience	
	From	To
30 minutes	4 years	8 years

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

BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people, respecting 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. BABAR first appeared on the schedule in 2007 and is returning with new episodes in 2009.

Title of Planned Core Program #5		Origination	
The Zula Patrol (25.1)		NETWORK	
Regular Schedule		Total Times to be Aired	
SA 11:00 AM to 11:30 AM		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	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 is an animated show about six extraterrestrial characters, Captain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wigg who learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take over the universe. Each character exhibits unique abilities and traits that, combined with their new knowledge, helps them problem-solve their way through their journeys. Using an integrated approach to target diverse learning styles, the show communicates its educational messages through narratives and a two-part information segment at the end of each story.</p>			

Title of Planned Core Program #6		Origination	
My Friend Rabbit (25.1)		NETWORK	
Regular Schedule		Total Times to be Aired	
SA 11:30 AM to 12:00 Noon		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	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 models constructive problem-solving for young children (ages 4-8 years). In each episode, the story characters find themselves facing a different dilemma that is drawn from a typical childhood experience. Rabbit and Mouse usually lead us through creative problem-solving, which involves tenacity and working in teams. The group may figure out how to make the most of a bad situation, invent toys from everyday objects, solve some of nature's riddles, respect their differences, or take care of others who need a little extra help. The characters specialize in converting a challenge into a social activity filled with optimism, creativity and humor. The series helps children learn to think out of the box by showing viewers how the characters work together to come up with possible solutions, and persist with new ideas when one solution fails.</p>			

Title of Planned Core Program #7		Origination	
Animal Atlas (25.1)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 12:00 Noon to 12:30 PM		13	
Length of Program	Age of Target Audience		
	From	To	
30 minutes	5 years	12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			

Animal Atlas is an entertaining show that explores the world of animal wildlife. It answers many questions about animals and gives viewers a better understanding of how different animal species live and what they need to survive. This series deals with different topics like "Animal Appetites," "Animal Antics," "Animal Babies," and also produces shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows they go on a thorough and entertaining exploration of a specific animal that takes the viewer into that animal's world in order to see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival.

Title of Planned Core Program #8		Origination	
What's Up/Que Pasa? (25.2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 8:00 AM to 8:30 AM		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>What's Up/Que Pasa is a weekly multi-cultural show that emphasizes what we have in common with other cultures while teaching today's youth to appreciate our differences. Every week the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation; through a hip combination of rap and humor. Each episode is a fast-paced half hour of music, humor and on-location antics that keeps children entertained while educating them in language development, cross-cultural awareness and positive moral and health choices. Educational and informational segments by the hosts include: Health Rap, Travel Time, DJ's Mailbox, Papa's Show & Tell Story Time.</p>			

Title of Planned Core Program #9		Origination	
Real Life 101 (25.2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 8:30 AM to 9:00 AM		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>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.</p>			

Title of Planned Core Program #10		Origination	
Ultimate Choice (25.2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 9:00 AM to 9:30 AM		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>Ultimate Choice provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the physical and moral issues through the subjects explored and discussed on this television series. In each of the episodes within this series, eight teens, who have just finished an extreme adventure that brought them face-to-face with the challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide men and women throughout their lives. Issues discussed include: drugs, compromise, resolving conflict, teamwork, fear and self-</p>			

control.

Title of Planned Core Program #11		Origination	
Dog Tales (25.2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 9:30 AM to 10:00 AM		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			
Dog Tales serves the educational and informational needs of children 13 to 16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.			

Title of Planned Core Program #12		Origination	
Animal Rescue (25.2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 10:00 AM to 10:30 AM		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			
Animal Rescue is a series which showcases the spectacular rescues of all types of animals with a focus on the dedicated people around the world who help sick, injured or abused animals. The program also instructs children on the proper care of animals and provides safety tips on how to care for all kinds of creatures in the animal kingdom.			

Title of Planned Core Program #13		Origination	
Missing (25.2)		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA 10:30 AM to 11:00 AM		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			
Missing serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real-life stories using various resources to help find missing people. The show also performs a public service to communities across the United States and is endorsed by the National Center for Missing and Exploited Children.			

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)?

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16. Identify the licensee's children's programming liaison.

Name	Telephone Number
Mark DeSantis	309-698-3850
Address	E-mail Address

2907 Springfield Rd		markd@week.com
City	State	ZIP Code
East Peoria	IL	61611

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's comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.

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
WEEK-TV License, Inc.	
Date	
07/08/2009	