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# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-121872** | Submit Date: **07/07/2011** | Call Sign: **WMBF-TV** | Facility ID: **83969** |

City: **MYRTLE BEACH** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

**07/07/2011** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Florence-Myrtle Beach
	Web Home Page Address	www.wmbfnews.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
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	336.0
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. Section 73.671:	6.0
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. Section 73.673?	Yes
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 Yes No 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?	Yes

Digital Core  
Programs(16)

Digital Core Program (1 of 16)	Response
Program Title	Turbo Dogs; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Turbo Dogs; Channel 32.1 (WMBF)
List date and time rescheduled	6/4/11 at 1 pm
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	6/4/11 TDO117
Reason for Preemption	Sports

Digital Core Program (2 of 16)	Response
Program Title	Shelldon; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldons also live at the inn. Shelldon and his buddies, Herman (a Hermit crab) and Connie, always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the childrens key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Shelldon; Channel 32.1 (WMBF)
List date and time rescheduled	6/4/11 at 1:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	6/4/11 SHL012
Reason for Preemption	Sports

Digital Core Program (3 of 16)	Response
Program Title	The Magic School Bus; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins

Age of Target Child Audience	6 years to 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 6 to 10 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	The Magic School Bus; Channel 32.1 (WMBF)
List date and time rescheduled	6/4/11 at 2 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	6/4/11 MSB301
Reason for Preemption	Sports

Digital Core Program (4 of 16)	Response
Program Title	Babar; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1



Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 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 peoples 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Babar; Channel 32.1 (WMBF)
List date and time rescheduled	6/5/11 at 2:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	6/4/11 BAR112
Reason for Preemption	Sports

Digital Core Program (5 of 16)	Response
Program Title	Willa's Wild Life; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12

Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life; Channel 32.1 (WMBF)
List date and time rescheduled	5/28/11 at 9 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 WIL006
Reason for Preemption	Sports

Digital Core Program (6 of 16)	Response
Program Title	Pearlie; Channel 32.1 (WMBF)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 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 childrens book series Pearlie the Park Fairy by Wendy Harmer. 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 6-10 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. Pearlies nemesis and cousin Saphira, often takes advantage of Pearlies 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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Pearlie; Channel 32.1 (WMBF)
List date and time rescheduled	5/28/11 at 9:30 am
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 PEA110
Reason for Preemption	Sports

Digital Core Program (7 of 16) Response	
Program Title	Green Screen Adventures; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures is an education tool intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. The writers of GSA walk the delicate line of adaptation, staying true to each child's ideas and each student's words, while at the same time creating dynamic and educational programming.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Green Screen Adventures; Channel 32.2 (WMBF News XTRA)

List date and time rescheduled	5/29/11 at 12 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 #413
Reason for Preemption	Non-breaking News

<b>Digital Core Program (8 of 16)</b>	
	Response
Program Title	Busytown Mysteries; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busytown Mysteries" is an investigative learning show for young children based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Busytown Mysteries; Channel 32.2 (WMBF News XTRA)
List date and time rescheduled	5/29/11 at 12:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 #21
Reason for Preemption	Non-breaking News

Digital Core Program (9 of 16)	Response
Program Title	The Busy World of Richard Scarry; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 & 11:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	24
Total times aired	26
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. The aim of the series is to make television a positive force in the lives of these children: to stimulate imagination and foster vicarious play, to teach pro-social behavior, generosity, friendliness, persistence, altruism, understanding of others' points of view, empathy, acceptance of others' idiosyncrasies - to help children move beyond family attachments to the world of friendships and community. To help children develop skills on which academic learning depends: attention, language, memory, active processing of a story, interest in reading.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	The Busy World of Richard Scarry; Channel 32.2 (WMBF News XTRA)
List date and time rescheduled	5/29/11 at 1:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 #01
Reason for Preemption	Non-breaking News

#### Digital Preemption Programs #2

Questions	Response
Title of Program	The Busy World of Richard Scarry; Channel 32.2 (WMBF News XTRA)
List date and time rescheduled	5/29/11 at 1 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 #65
Reason for Preemption	Non-breaking News

Digital Core Program (10 of 16)	Response
Program Title	Cake; Channel 32.2 (WMBF News XTRA)

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 pm (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of Cake is to promote creativity and individuality and prosocial behavior through teaching young viewers how to recycle old objects into new by means of do-it-yourself handicrafts in the context of highly positive interpersonal interactions. Four youngsters team up to produce a weekly, local access how-to-do-it TV program. Each week, they develop and produce a "educational program" expressly designed to teach young viewers how to execute a new creative, handicraft project. Cake, a dynamic young adolescent who has never seen a glue-gun she did not like, lives by the motto that "You can not buy individuality, but you can make it." She revels in recycling cast-offs, used up clothing and accessories, and just plain "stuff" into highly creative and individualized expressions of fashion and personality. Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries in short, the array of issues that most young adolescents confront on an almost daily basis. The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	Cake; Channel 32.2 (WMBF News XTRA)
List date and time rescheduled	5/29/11 at 2 pm



Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 #107
Reason for Preemption	Non-breaking News

<b>Digital Core Program (11 of 16)</b> <b>Response</b>	
Program Title	Stargate Infinity; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week the Stargate explorers enter a new world. About the only things they can be sure of are that they will encounter new and vastly different life forms and cultures, that they will face problems that require functioning smoothly as a team, and that the team is only as strong as the character and abilities of its individual members. At its core, Stargate Infinity explores issues, attitudes, and behaviors important to learning how to get along with others whether those others are from different races, cultures, and species, or from their own team of trainees. The young explorers serve as models for the young audience. As the cadets learn hard lessons about such things as trying to see the world from the perspective of other cultures, the positive benefits in diversity, or how to mesh their own strengths and abilities with those of others on the team, so too do young viewers. Each episode examines fundamental issues about how and why to get along with others who are very different from oneself, and about the kinds of abilities and strength of character necessary to be a Stargate Explorer and a good person.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Stargate Infinity; Channel 32.2 (WMBF News XTRA)
List date and time rescheduled	5/29/11 at 2:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	5/28/11 #108
Reason for Preemption	Non-breaking News

Digital Core Program (12 of 16)	Response
Program Title	Green Screen Adventures; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures is an education tool intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. The writers of GSA walk the delicate line of adaptation, staying true to each child's ideas and each student's words, while at the same time creating dynamic and educational programming.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)	Response
Program Title	Busytown Mysteries; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busytown Mysteries" is an investigative learning show for young children based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (14 of 16)	Response
Program Title	The Busy World of Richard Scarry; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 & 11:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	26
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children.The aim of the series is to make television a positive force in the lives of these children:to stimulate imagination and foster vicarious play, to teach pro-social behavior, generosity, friendliness, persistence, altruism, understanding of others' points of view, empathy, acceptance of others' idiosyncrasies - to help children move beyond family attachments to the world of friendships and community. To help children develop skills on which academic learning depends: attention, language, memory, active processing of a story, interest in reading.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (15 of 16)	Response
Program Title	Cake; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 pm (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of Cake is to promote creativity and individuality and prosocial behavior through teaching young viewers how to recycle old objects into new by means of do-it-yourself handicrafts in the context of highly positive interpersonal interactions.Four youngsters team up to produce a weekly, local access how-to-do-it TV program. Each week, they develop and produce a "educational program" expressly designed to teach young viewers how to execute a new creative, handicraft project.Cake, a dynamic young adolescent who has never seen a glue-gun she did not like, lives by the motto that "You can not buy individuality, but you can make it." She revels in recycling cast-offs, used up clothing and accessories, and just plain "stuff" into highly creative and individualized expressions of fashion and personality.Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries in short, the array of issues that most young adolescents confront on an almost daily basis.The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (16 of 16)	Response
Program Title	Stargate Infinity; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:00 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week the Stargate explorers enter a new world. About the only things they can be sure of are that they will encounter new and vastly different life forms and cultures, that they will face problems that require functioning smoothly as a team, and that the team is only as strong as the character and abilities of its individual members. At its core, Stargate Infinity explores issues, attitudes, and behaviors important to learning how to get along with others whether those others are from different races, cultures, and species, or from their own team of trainees. The young explorers serve as models for the young audience. As the cadets learn hard lessons about such things as trying to see the world from the perspective of other cultures, the positive benefits in diversity, or how to mesh their own strengths and abilities with those of others on the team, so too do young viewers. Each episode examines fundamental issues about how and why to get along with others who are very different from oneself, and about the kinds of abilities and strength of character necessary to be a Stargate Explorer and a good person.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Animal Atlas; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5:30 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes



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. Section 73.673?	Yes
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**Date and Time Aired:**

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	Animal Atlas Classics; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5:00 AM (4/2/11-6/25/11)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes from this season again combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level.The narrative keeps viewer interest with non-pedantic information imaginatively chosen--such as the close relationship between bears and dogs, the note that an elephant trunk has more muscles (40,000) than the entire human body, and the differing number of toes in elephant species.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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. Section 73.673?	Yes
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**Date and Time Aired:**

Questions	Response
Date Time	

**Sponsored Core  
Programming (0)**

Liaison Contact

Question	Response
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. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Jessica Blazer
Address	918 Frontage Road East
City	Myrtle Beach
State	SC
Zip	29577
Telephone Number	843-839-7914
Email Address	jblazer@wmbfnews.com
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 noncore 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. Section 73.671, NOTES 2 and 3.	Due to severe weather coverage on 4/16/11, Willa's Wild Life (WIL006) was interupted from 12:18 - 12:30 pm and Pearlie (PEA102) was interupted from 12:30 - 12:44 pm.

Other Matters (16)

Other Matters (1 of 16)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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.

Other Matters (2 of 16)	Response
Program Title	Sheldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowry shell classmate of Shelldons also live at the inn. Shelldon and his buddies, Herman (a Hermit crab) and Connie, always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the childrens key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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Other Matters (3 of 16)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 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 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 6 to 10 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.

Other Matters (4 of 16)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	6 years to 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, 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 peoples 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.

Other Matters (5 of 16)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

Other Matters (6 of 16)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	6 years to 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 childrens book series Pearlie the Park Fairy by Wendy Harmer. 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 6-10 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. Pearlies nemesis and cousin Saphira, often takes advantage of Pearlies 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.

Other Matters (7 of 16)	Response
Program Title	Green Screen Adventures; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures is an education tool intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. The writers of GSA walk the delicate line of adaptation, staying true to each child's ideas and each student's words, while at the same time creating dynamic and educational programming.

Other Matters (8 of 16)	Response
Program Title	Busytown Mysteries; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins



Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busytown Mysteries" is an investigative learning show for young children based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.

Other Matters (9 of 16)	Response
Program Title	The Busy World of Richard Scarry; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 & 11:30 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children.The aim of the series is to make television a positive force in the lives of these children:to stimulate imagination and foster vicarious play, to teach pro-social behavior, generosity, friendliness, persistence, altruism, understanding of others' points of view, empathy, acceptance of others' idiosyncrasies - to help children move beyond family attachments to the world of friendships and community. To help children develop skills on which academic learning depends: attention, language, memory, active processing of a story, interest in reading.

Other Matters (10 of 16)	Response
Program Title	Cake; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of Cake is to promote creativity and individuality and prosocial behavior through teaching young viewers how to recycle old objects into new by means of do-it-yourself handicrafts in the context of highly positive interpersonal interactions.Four youngsters team up to produce a weekly, local access how-to-do-it TV program. Each week, they develop and produce a "educational program" expressly designed to teach young viewers how to execute a new creative, handicraft project.Cake, a dynamic young adolescent who has never seen a glue-gun she did not like, lives by the motto that "You can not buy individuality, but you can make it." She revels in recycling cast-offs, used up clothing and accessories, and just plain "stuff" into highly creative and individualized expressions of fashion and personality.Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries in short, the array of issues that most young adolescents confront on an almost daily basis.The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions.
<b>Other Matters (11 of 16)</b>	
Program Title	Stargate Infinity; Channel 32.2 (WMBF News XTRA)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week the Stargate explorers enter a new world. About the only things they can be sure of are that they will encounter new and vastly different life forms and cultures, that they will face problems that require functioning smoothly as a team, and that the team is only as strong as the character and abilities of its individual members. At its core, Stargate Infinity explores issues, attitudes, and behaviors important to learning how to get along with others whether those others are from different races, cultures, and species, or from their own team of trainees. The young explorers serve as models for the young audience. As the cadets learn hard lessons about such things as trying to see the world from the perspective of other cultures, the positive benefits in diversity, or how to mesh their own strengths and abilities with those of others on the team, so too do young viewers. Each episode examines fundamental issues about how and why to get along with others who are very different from oneself, and about the kinds of abilities and strength of character necessary to be a Stargate Explorer and a good person.

Other Matters (12 of 16)		Response
Program Title	Green Screen Adventures; Channel 32.3 (THISTV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	7 years to 13 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures is an education tool intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. The writers of GSA walk the delicate line of adaptation, staying true to each child's ideas and each student's words, while at the same time creating dynamic and educational programming.	

Other Matters (13 of 16)		Response
Program Title	Busytown Mysteries; Channel 32.3 (THISTV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:30AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	3 years to 7 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. The aim of the series is to make television a positive force in the lives of these children: to stimulate imagination and foster vicarious play, to teach pro-social behavior, generosity, friendliness, persistence, altruism, understanding of others' points of view, empathy, acceptance of others' idiosyncrasies - to help children move beyond family attachments to the world of friendships and community. To help children develop skills on which academic learning depends: attention, language, memory, active processing of a story, interest in reading.	

Other Matters (14 of 16)	Response
Program Title	The Busy World of Richard Scarry; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 & 11:30 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Busy World of Richard Scarry is designed for two to five year olds. Like the Scarry books themselves the TV series uses themes that are congruent with the interests of pre-school and early elementary school children.The aim of the series is to make television a positive force in the lives of these children:to stimulate imagination and foster vicarious play, to teach pro-social behavior, generosity, friendliness, persistence, altruism, understanding of others' points of view, empathy, acceptance of others' idiosyncrasies - to help children move beyond family attachments to the world of friendships and community. To help children develop skills on which academic learning depends: attention, language, memory, active processing of a story, interest in reading.
Other Matters (15 of 16)	Response
Program Title	Cake; Channel 32.3 (THISTV))
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of Cake is to promote creativity and individuality and prosocial behavior through teaching young viewers how to recycle old objects into new by means of do-it-yourself handicrafts in the context of highly positive interpersonal interactions.Four youngsters team up to produce a weekly, local access how-to-do-it TV program. Each week, they develop and produce a "educational program" expressly designed to teach young viewers how to execute a new creative, handicraft project.Cake, a dynamic young adolescent who has never seen a glue-gun she did not like, lives by the motto that "You can not buy individuality, but you can make it." She revels in recycling cast-offs, used up clothing and accessories, and just plain "stuff" into highly creative and individualized expressions of fashion and personality.Each episode begins as Cake and her friends gather to discuss their personal lives: events at school, personal aspirations, problems, expectations, friendships, worries in short, the array of issues that most young adolescents confront on an almost daily basis.The four characters are highly supportive of each other, and they clearly and concretely display positive interpersonal interactions.
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Other Matters (16 of 16)	Response
Program Title	Stargate Infinity; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week the Stargate explorers enter a new world. About the only things they can be sure of are that they will encounter new and vastly different life forms and cultures, that they will face problems that require functioning smoothly as a team, and that the team is only as strong as the character and abilities of its individual members. At its core, Stargate Infinity explores issues, attitudes, and behaviors important to learning how to get along with others whether those others are from different races, cultures, and species, or from their own team of trainees. The young explorers serve as models for the young audience. As the cadets learn hard lessons about such things as trying to see the world from the perspective of other cultures, the positive benefits in diversity, or how to mesh their own strengths and abilities with those of others on the team, so too do young viewers. Each episode examines fundamental issues about how and why to get along with others who are very different from oneself, and about the kinds of abilities and strength of character necessary to be a Stargate Explorer and a good person.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>WMBF License Subsidiary, LLC</b></p>

**Attachments**

No Attachments.