



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-118935** | Submit Date: **04/06/2011** | Call Sign: **WBRC** | Facility ID: **71221** | City: **BIRMINGHAM** | State: **AL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/06/2011** | Filing Status: **Active**

Report reflects information for : **First 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	FOX
	Nielsen DMA	Birmingham
	Web Home Page Address	www.myfoxal.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	4.0
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	0.0
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:	0.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 9:00 AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Action program designed to meet the needs of children. Spend time with natures creatures across the continents. Reveals to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 9:30 AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program provides visual learning that is evident in children of all ages, but particularly in the early teen years. The narrative is engaging and entertaining and the stunning visual images in motion are effective in connecting to the target audience. Educational and factual information is displayed in clever ways. Drop-down boards provide important information on the screen about animals. Jack Hanna, the programs host, uses commentary to convey and then reemphasize important conservation and educational information. This program is designed to work at several levels which makes it broadly effective for viewers within the target age-range despite differences in background and interest levels. This series provides important educational benefits to the 13 to 16 year old population.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The objective is to educate and inform children by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode contains four stories designed to teach children about exotic and unique animals from the wild,as well to educate them further about animals they see everyday.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 8)	
	Response
Program Title	Mystery Hunters
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mystery Hunters is a program targeting children 13 to 16 years of age that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs. It has won several prizes recognizing its educational values. Among them was the 2006 Parent's Choice Award which was founded in 1978 and is designed to help parents and caregivers of all achievements and backgrounds make informed decisions about which new products are right for their children.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)		Response
Program Title	Animal Atlas	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM	
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	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science.	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Digital Core Program (6 of 8)		Response
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Program Title	Animal Atlas Classics
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas is an entirely appropriate title for this engaging and informative series. Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, this program brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem (predator/prey relationships, etc.), the elements of animal classification, and the general emphasis on life science.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 8)		Response
Program Title		Awesome Adventures

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In each episode, a different pair of teenagers joins up with an adult host for a trip to exotic places such as Hawaii, Iceland or a tropical rain forest in Central America. Each journey is a lesson in the beauty of nature, its creatures and the people who inhabit the land. The program is not designed to be "preachy" or overly pedantic but rather, the goal is to make the learning fun. The kids tour each area learning about its people, geography, climate and ecology and the things that make it unique. While there, they also do cool kid stuff like wind surfing, hot air ballooning, and horseback riding, and we join them as they engage in activities and recreation which are indigenous to each locale.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)		Response
Program Title		Jack Hanna's Animal Adventures
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @ 12:30 PM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Action program designed to meet the needs of children. Spend time with natures creatures across the continents. Reveals to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core
Educational and
Informational
Programming (0)**

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	Wayne Farrell
Address	1720 Valley View Drive
City	Birmingham
State	AL
Zip	35209
Telephone Number	205-322-6666
Email Address	wayne.farrell@wbrc.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.	Because WBRC ceased analog operations and converted to digital-only operations prior to the start of the reporting period, Questions 7(b) and 7(c) are no longer applicable.

Other Matters (8)

Other Matters (1 of 8)		Response
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Origination	Syndicated	
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Other Matters (2 of 8)		Response
Program Title	Into the Wild	
Origination	Syndicated	
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Other Matters (3 of 8)		Response
Program Title	Wild About Animals	
Origination	Syndicated	
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The objective is to educate and inform children by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode contains four stories designed to teach children about exotic and unique animals from the wild,as well to educate them further about animals they see everyday.

Other Matters (4 of 8)	Response
Program Title	Mystery Hunters
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Other Matters (5 of 8)	Response
Program Title	Animal Atlas
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Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (6 of 8)	Response
Program Title	This Week in Baseball
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This Week In Baseball highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), This Week In Baseball seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning of each broadcast and in listings provided to publishers of program guides.

Other Matters (7 of 8)	Response
Program Title	Awesome Adventures
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
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Other Matters (8 of 8)	
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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>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</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>WBRC License Subsidiary, LLC</p>

Attachments

No Attachments.