Approved by OMB (Office of Management and Budget) 3060-0928
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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003761905** | File Number: **CPR-120272** | Submit Date: **04/11/2011** | Call Sign: **WYBE-CD** | Facility ID: **40211**
City: **PINEHURST** | State: **NC**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/11/2011**
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

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Raleigh-Durham
	Web Home Page Address	

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	
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	
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:	
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?	
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?	

Digital Core Programs(4)

Digital Core Program (1 of 4)	Response
Program Title	Mark! My Words
Origination	Local
Days/Times Program Regularly Scheduled	Mon.-Fri. 6:00 a.m., 6:30 a.m., 4:30 p.m., 6:00 p.m.
Total times aired at regularly scheduled time	256
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	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mark! My Words is an educational information program which introduces young audiences to the arts, literature, and culture. Programs deal with a wide range of subjects. Recent shows explored topics from opera to jazz. Middle school and high school students have thus an opportunity to learn about subjects ranging from the visual arts to current events. These are subjects which are rarely presented on television for the benefit of young audiences. WYBE-CA airs episodes of Mark! My Words during the day so that they are available to children in the targeted age group.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 4)	Response
Program Title	Miss Marci's Window
Origination	Local
Days/Times Program Regularly Scheduled	Mon.-Sun. 9:30 a.m., 2:30 p.m.
Total times aired at regularly scheduled time	180
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	4 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Miss Marci's Window is an original program produced locally in the station's studio, featuring a teacher and children. The first segment of the program presents Miss Marci reading an outstanding children's story to a live audience of children. The second segment features guests, including authors and members of the community who teach the children how to develop projects inspired by the story. The program encourages children to read, to develop a love of books, and to use their creative imagination.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 4)	**Response**
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon.-Sun. 9:00 a.m.,7:00 p.m.
Total times aired at regularly scheduled time	180
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D's Kids Club is a show that teaches young children everday activities such as bedtime, the importance of friends, and the meaning of words. This program addresses children's issues in an entertaining manner.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 4)	**Response**

Program Title	Dooley and Pals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon.-Sun. 4:00 p.m. 7:30 p.m.
Total times aired at regularly scheduled time	180
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Dooley" is a friendly alien who lands in the backyard of an earth family and quickly makes friends with the family and the neighborhood children. New to our planet, Dooley is on a journey of discovery with the children as guides. Empowered by their roles as "teachers", the children teach Dooley valuable lessons and share information through play and song. Mom is always close by to give them all gentle guidance. By the conclusion of each episode, Dooley and his many pals, old and new, have learned more about their world, their relationships, and their feelings. The children actually become role models, demonstrating to young viewers the value of knowledge and the joy of sharing and learning.
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	Mark Evans,Ph.D.
Address	110 Torrey Pines Lane
City	Pinehurst
State	NC
Zip	28374
Telephone Number	(910) 215-5686
Email Address	markmywords@embarqmail.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.	WYBE-CA is consistently dedicated to presenting cultural programming which is rarely broadcast on any commercial television station. This programming receives enthusiastic support from the local community, especially as it introduces classical music to young audiences.

Other Matters (4)

Other Matters (1 of 4)	Response
Program Title	Mark! My Words
Origination	Local
Days/Times Program Regularly Scheduled	Mon.-Fri, 6:00 a.m., 6:30 a.m., 4:30 p.m., 6:00 p.m.
Total times aired at regularly scheduled time	260
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mark! My Words is an educational information program which introduces young audiences to the arts, literature, and culture. Programs deal with a wide range of subjects. Recent shows explored topics from opera to jazz. Middle school and high school students have thus an opportunity to learn about subjects ranging from the visual arts to current events. These are subjects which are rarely presented on television for the benefit of young audiences. WYBE-CA airs episodes of Mark! My Words during the day so that they are available to children in the targeted age group.

Other Matters (2 of 4)	Response
Program Title	Miss Marci's Window
Origination	Local
Days/Times Program Regularly Scheduled	Mon.-Sun. 9:30 a.m., 2:30 p.m.
Total times aired at regularly scheduled time	182
Length of Program	30 mins
Age of Target Child Audience from	4 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Miss Marci's Window is an original program produced locally in the station's studio, featuring a teacher and children. The first segment of the program presents Miss Marci reading an outstanding children's story to a live audience of children. The second segment features guests, including authors and members of the community who teach the children how to develop projects inspired by the story. The program encourages children to read, to develop a love of books, and to use their creative imagination.

Other Matters (3 of 4)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon.-Sun. 9:00 a.m., 7:00 p.m.
Total times aired at regularly scheduled time	182

Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D's Kids Club is a show that teaches young children everday activities such as bedtime, the importance of friends, and the meaning of words. This program addresses children's issues in an entertaining manner.

Other Matters (4 of 4)	**Response**
Program Title	Dooley and Pals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon.-Sun.4:00 p.m.
Total times aired at regularly scheduled time	91
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Dooley" is a friendly alien who lands in the backyard of an earth family and quickly makes friends with the family and the neighborhood children. New to our planet, Dooley is on a journey of discovery with the children as guides. Empowered by their roles as "teachers", the children teach Dooley valuable lessons and share information through play and song. Mom is always close by to give them all gentle guidance. By the conclusion of each episode, Dooley and his many pals, old and new, have learned more about their world, their relationships, and their feelings. The children actually become role models, demonstrating to young viewers the value of knowledge and the joy of sharing and learning.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**Multimedia Network of North Carolina, Inc.**

Attachments

No Attachments.