



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0007282957** | File Number: **CPR-144237** | Submit Date: **07/10/2013** | Call Sign: **WTAT-TV** | Facility ID: **416** | City: **CHARLESTON** | State: **SC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/10/2013** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2013**

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	My Network TV
	Nielsen DMA	Charleston SC
	Web Home Page Address	www.mytvcharleston.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	168.0
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:	3.0
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(7)

Digital Core Program (1 of 7)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 7:00AM (4/1 - 6/24/13)
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.	<p>The "Aqua Kids" have their sights set on Saving the Oceans of the World. Pollution and abuse of these incredible natural resources are taking their toll. Entire species of fish have disappeared, marine mammals are dying from ingesting plastic, and toxic waste in our waterways is destroying habitat and marine life. The "Aqua Kids" will be looking for adventure and knowledge, and along the way, tackle some ecological dilemmas. This group of knowledge-seeking kids will start right in their own backyards, beginning with local streams that eventually lead to the oceans of the world. By pointing out the problems they encounter, they hope to educate their peers on what they can do to solve these environmental dilemmas. In most cases, it is not too late to change the tide of destruction. With the help of groups like the National Aquarium in Washington, DC, the North Bay Adventure Camp, the Chesapeake Bay Foundation and many more organizations, the "Aqua Kids" will continue to pursue their goal. This program aired on the main digital stream 36.1.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday 7:00AM (4/2 - 6/25/13)
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.	Real Life 101 presents real people pursuing real jobs and careers and is 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. This program aired on the main digital stream 36.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)	
	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday 7:00AM (4/3 - 6/26/13)
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.	Dog Tales - Each episode of Dog Tales profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs and how they affect their lives. Families who own particular breeds will show how they interact with their animal and how they are a valued part of the family. The program also has several dog experts explaining the various dog needs, such as, health, nutrition, safety, care, etc. This program aired on the main digital stream 36.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 7) Response	
Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7:00AM (4/4 - 6/27/13)
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 educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances. A moral dilemma segment will be featured in each show in an effort to help teens make the right decision at the right moment. This program aired on the main digital stream 36.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)		Response
Program Title	Sports Stars of Tomorrow	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Friday 7:00AM (4/5 - 6/28/13)	
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.	Sports Stars of Tomorrow is a weekly half hour program focusing on today's youth as they pursue their dreams of becoming the next sports superstars. The show profiles high school, college and pro athletes, and provides an in-depth look at the hard work, dedication, and competition it takes to achieve their goals. It may also feature competitive events that reflect the process of achieving these goals. This program aired on the main digital stream 36.1.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (6 of 7)		Response
Program Title	M@d About...	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 9:00AM (4/5 - 6/29/13)	
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.	M@d About... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conservation and decision-making in a fun and entertaining way. M@dAbout ... explores being "green" and understanding how our actions impact the world. The M@dAbout ... team finds out about healthy snacks and proper exercise. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. This program aired on the main digital stream 36.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program
(7 of 7)**

Response

Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30AM (4/5 - 6/29/13)
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.	An experienced science journalist travels to the nearest and farthest corners of the world exploring the land, air and sea introducing children to places, people and things they have never seen. The mission of the program is to inspire viewers to preserve the innate human instinct to explore. Each episode will reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. This program aired on the main digital stream 36.1.

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 (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	Ryan Sears
Address	4301 Arco Lane
City	Charleston
State	SC
Zip	29418
Telephone Number	843-740-6992
Email Address	rsears@cunninghambroadcasting.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.	WTAT sponsored the South Carolina Aquarium and their summer kickoff for children. Events included "Nature Discovery Program", "Animal Care Exhibit", "The Dr. Gill Interactive Dive Show", & "4-D Experience".

Other Matters (7)

Other Matters (1 of 7)		Response
Program Title	Aqua Kids	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Monday 7:00AM (7/1 - 9/30/13)	
Total times aired at regularly scheduled time	14	
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 "Aqua Kids" have their sights set on Saving the Oceans of the World. Pollution and abuse of these incredible natural resources are taking their toll. Entire species of fish have disappeared, marine mammals are dying from ingesting plastic, and toxic waste in our waterways is destroying habitat and marine life. The "Aqua Kids" will be looking for adventure and knowledge, and along the way, tackle some ecological dilemmas. This group of knowledge-seeking kids will start right in their own backyards, beginning with local streams that eventually lead to the oceans of the world. By pointing out the problems they encounter, they hope to educate their peers on what they can do to solve these environmental dilemmas. In most cases, it is not too late to change the tide of destruction. With the help of groups like the National Aquarium in Washington, DC, the North Bay Adventure Camp, the Chesapeake Bay Foundation and many more organizations, the "Aqua Kids" will continue to pursue their goal. This program will air on the main digital stream 36.1.	

Other Matters (2 of 7)		Response
Program Title	Real Life 101	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Tuesday 7:00AM (7/2 - 9/24/13)	
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.	Real Life 101 presents real people pursuing real jobs and careers and is 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. This program will air on the main digital stream 36.1.	

Other Matters (3 of 7)		Response
Program Title	Dog Tales	

Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday 7:00AM (7/3 - 9/25/13)
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.	Dog Tales - Each episode of Dog Tales profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs and how they affect their lives. Families who own particular breeds will show how they interact with their animal and how they are a valued part of the family. The program also has several dog experts explaining the various dog needs, such as, health, nutrition, safety, care, etc. This program will air on the main digital stream 36.1.

Other Matters (4 of 7)

Response

Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7:00AM (7/4 - 9/26/13)
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 educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances. A moral dilemma segment will be featured in each show in an effort to help teens make the right decision at the right moment. This program will air on the main digital stream 36.1.

Other Matters (5 of 7)

Response

Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday 7:00AM (7/5 - 9/27/13)
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.	Sports Stars of Tomorrow is a weekly half hour program focusing on today's youth as they pursue their dreams of becoming the next sports superstars. The show profiles high school, college and pro athletes, and provides an in-depth look at the hard work, dedication, and competition it takes to achieve their goals. It may also feature competitive events that reflect the process of achieving these goals. This program will air on the main digital stream 36.1.

Other Matters (6 of 7)

Response

Program Title	M@d About...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00AM (7/6 - 8/24/13)
Total times aired at regularly scheduled time	8
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.	M@d About... conveys important messages about life skills such as personal finance, health and nutrition, fitness, conservation and decision-making in a fun and entertaining way. M@dAbout ... explores being "green" and understanding how our actions impact the world. The M@dAbout ... team finds out about healthy snacks and proper exercise. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. This program will air on the main digital stream 36.1.
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Other Matters (7 of 7)

Response

Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00AM (8/31 - 9/28/13)
Total times aired at regularly scheduled time	5
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 program is hosted by Mariette Hartley who brings interesting and entertaining stories about the world's most fascinating animals. The program has four segments each one featuring a different story to educate the viewer about an exotic, unique animal or an animal that can be found locally. This program will air on the main digital stream 36.1.
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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>WTAT Licensee, Inc.</p>

Attachments

No Attachments.