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Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-175433** | Submit Date: **10/12/2015** | Call Sign: **WIS** | Facility ID: **13990** | City:
COLUMBIA | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/12/2015 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2015

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	Columbia SC
	Web Home Page Address	www.wistv.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(18)

Digital Core Program (1 of 18)	Response
Program Title	Astroblast (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (07/04/15-09/26//15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast!, based on the book series by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or an embarrassing incident, or resist the urge to blame others for your mistakes.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Astroblast (10.1 Main Digital Channel)
List date and time rescheduled	7/5/2015 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	2015-07-11
Episode #	7/11/15 EATB102DH
Reason for Preemption	Sports

Digital Core Program (2 of 18)	Response
Program Title	Ruff Ruff Tweet & Dave (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:00am (07/04/15-09/26/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ruff Ruff Tweet & Dave is an animated show which puts an emphasis on logical thinking and use of language through fun problem solving adventures. The trio, RRTD, is guided by Hatty, an erudite hamster who wears a hat full of questions. The three characters agree that they would like to take a particular adventure and rev up their Roly-pods, enter the Spin-Again transport vehicle and arrive at their destination. Once there, Hatty challenges them to make decisions and choose options that will lead to success or failure with their quest. Once their mission is complete, they review their effort, assemble the Roly-Pods and head home. Their adventures are varied. They might go climb a mountain, design their own fairy tale, or build a sand castle.

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	Ruff Ruff Tweet & Dave (10.1 Main Digital Channel)
List date and time rescheduled	7/5/15 12:00 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	2015-07-11
Episode #	7/11/15 ERTD102DH
Reason for Preemption	Sports

Digital Core Program (3 of 18)	Response
Program Title	Lazy Town (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (07/04/15-09/26/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures. 6/06/15 preemption due to sports; aired @ 7am
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	Lazy Town (10.1 Main Digital Channel)
List date and time rescheduled	7/5/15 1pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-07-11
Episode #	7/11/15 ELZT101DH
Reason for Preemption	Sports

Digital Core Program (4 of 18)	Response
Program Title	Earth to Luna (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (07/4/15-09/26/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna is a Brazilian animated series specifically aimed at teaching 2-5 year old children how to ask questions about nature and science and vigorously pursue the answers. The show encourages curiosity, research, and critical thinking. Each episode of the show is focused on a particular creature, object, or phenomenon that would be of interest to the target audience. For example, Luna might wonder how she can grow a plant without a seed and finds the answer through her inquiry process. The characters, Luna, Jupiter (her brother), and Clive (their pet ferret) embark on a research effort that takes the audience through each step that answers their overarching question. The show uses recurring features, signature phrases, and songs to cue the audience when they need to do research, when they transition to the adventure, and when they have reached the ending to review all they've learned. 6/06/15 preemption due to sports; aired @ 7: 30am
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	Earth to Luna (10.1 Main Digital Channel)
List date and time rescheduled	7/5/15 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-07-11
Episode #	7/11/15 EETL102DH
Reason for Preemption	Sports

Digital Core Program (5 of 18)	Response
Program Title	Poppy Cat(10.1 Main Digital Channel)
Origination	Network

Days/Times Program Regularly Scheduled	Sat. 12pm (07/04/15-09/26/15)
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
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.	Poppy Cat based on a book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, including the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well; think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and adventure. 5/30/15 preemption due to NBC sports; aired @ 8am 6/06/15 preemption due to NBC sports; aired @ 8am
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	Poppy Cat(10.1 Main Digital Channel)
List date and time rescheduled	7/4/15 1pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2015-07-11
Episode #	7/11/15 EPCT120DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Poppy Cat(10.1 Main Digital Channel)
List date and time rescheduled	9/19/15 8am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-19
Episode #	9/19/15 EPCT205DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Poppy Cat(10.1 Main Digital Channel)
List date and time rescheduled	9/26/15 8am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-26
Episode #	9/26/15 EPCT206DH
Reason for Preemption	Sports

Digital Core Program (6 of 18)	Response
Program Title	Tree Fu Tom(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm (07/04/15-09/26/15)
Total times aired at regularly scheduled time	5
Total times aired	13
Number of Preemptions	8

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	8
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.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmtun and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal. 4/04/15 preemption due to sports, aired @ 8:30am 4/11/15 preemption due to sports, aired @ 8:30am 4/18/15 preemption due to sports, aired @ 8:30am 4/25/15 preemption due to sports, aired @ 8:30am 5/02/15 preemption due to sports, aired @ 8:30am 5/30/15 preemption due to sports, aired @ 8:30am 6/06/15 preemption due to sports, aired @ 8:30am
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	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	8/22/15 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-08-22
Episode #	8/22/15 EFTF121DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	9/26/15 8:30am

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-26
Episode #	9/26/15 EFTF126DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	8/29/15 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-08-29
Episode #	8/29/15 EFTF122DH
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	8/15/15 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-08-15
Episode #	8/15/15 EFTF120DH
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	8/8/15 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-08-08
Episode #	8/8/15 EFTF119DH
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)

List date and time rescheduled	7/4/15 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-07-11
Episode #	7/11/15 EFTF115DH
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	9/12/15 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-12
Episode #	9/12/15 EFTF124DH
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	Tree Fu Tom(10.1 Main Digital Channel)
List date and time rescheduled	9/19/15 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-09-19
Episode #	9/19/15 EFTF125DH
Reason for Preemption	Sports

Digital Core Program (7 of 18)		Response
Program Title		The Coolest Places on Earth (10.1 Main Digital Channel)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sun. 7am (07/5/15-9/13/15)
Total times aired at regularly scheduled time		11
Total times aired		12

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	The Coolest Places on Earth is an educational and informative half-hour, E/I program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them. The Coolest Places on Earth had its last telecast on WIS on 9/13/15.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 18)	Response
Program Title	Animal Atlas (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am (07/05/15-09/27/15)
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 educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 18)	Response
Program Title	Animal Atlas (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10:30am (07/05/15-09/27/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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 educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 18)	Response
Program Title	Zoo Clues (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 11am (07/05/15-09/27/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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 an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day-more than ten of multitasking is included-it's extremely important for programs to provide both meaningful content and entertainment. Zoo Clues does this.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 18)	Response
Program Title	Zoo Clues (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 11:30am (07/05/15-09/27/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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 an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day-more than ten of multitasking is included-it's extremely important for programs to provide both meaningful content and entertainment. Zoo Clues does this.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 18)	Response
Program Title	On the Spot(Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12pm (07/05/15-09/27/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important,it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 18)	Response
Program Title	On the Spot (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12:30pm (07/05/15-09/27/15)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important,it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 18)		Response
Program Title		Culture Click (Digital Multicast Only-Bounce TV 10.3)
Origination		Network
Days/Times Program Regularly Scheduled		Sat. 10:00am (07/04/15-09/26/15)
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.		Join host Nzinga Blake as she explores events and topics that affect our everyday lives. Culture Click explores the genesis and reasons behind cultural events that permeate our lives. The host opens the show with a list of what is trending that week. This serves as a jumping off point for the deep dive into culture and quest for knowledge.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (15 of 18)		Response
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Program Title	Animal Atlas (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (07/04/15-09/26/15)
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.	On Animal Atlas we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that allow them to survive and thrive. But best of all, we meet them face to face. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18) Response	
Program Title	Safari Tracks (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (07/04/15-09/26/15)
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.	Safari Tracks is a program with content grounded in the natural world and delivered using an approach that, while entertaining to a young audience, highlights the informational and educational aspects of the animal kingdom in the given environment of Africa. There is no question that an audience of young people would gain worthwhile information and concepts delivered with an enlightened attitude toward nature and the environment. Viewers receive topic points that help build the ethical decision-making necessary to becoming a citizen of the planet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 18)		Response
Program Title		Live Life and Win (Digital Multicast Only-Bounce TV 10.3)
Origination		Network
Days/Times Program Regularly Scheduled		Saturday 10:30am Sun. 10am (07/04/15-09/27/15)
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		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (18 of 18)		Response
Program Title		The Real Winning Edge (Digital Multicast Only-Bounce TV 10.3)
Origination		Network
Days/Times Program Regularly Scheduled		Sun. 10:30am (07/05/15-09/26/15)
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 Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges.
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	Jim Hays
Address	1111 Bull Street
City	Columbia
State	SC
Zip	29201
Telephone Number	803-799-1010
Email Address	jhays@wistv.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.	1. Because station (WIS) ceased analog operations and converted to digital-only operations prior to the start of reporting period, Questions 7(b) and 7(c) are no longer applicable. 2. NBCUniversal's The More You Know website: Since 1989, The More You Know has brought the nation's most important social issues to the forefront, and remains a trusted voice for sharing knowledge to improve lives and inspire action. The More You Know's comprehensive website (themoreyouknow.com) includes in-depth resource and referral information on the campaign's important focus issues including: HEALTH - fighting childhood obesity, encouraging nutrition and physical fitness ENVIRONMENT - encouraging everyday actions that reduce environmental impact EDUCATION - recruiting new teachers and promoting their long-lasting impact DIGITAL LITERACY & INTERNET SAFETY - sharing online safety tips and information DIVERSITY - embracing differences and promoting inclusion, tolerance and respect Also featured on site is The More You Know Learning series' Growing Up Online, a free eBook on digital literacy and Internet Safety. Growing Up Online is an important tool to initiate conversation with children about online safety. The eBook is a media-rich, two-part learning resource that provides easy-to-use information about navigating the digital world in a unique and engaging way. Part one includes safety tips, discussion questions and key takeaways for parents and teachers. Part two features four entertaining video comic books for children, focused on real situations that come up when kids go online. Additional content on the site includes public service announcements, behind-the-scenes videos, a general overview, a talent directory, and a list of the campaign's accolades such as the prestigious Emmy and Peabody awards.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	Ruff Ruff, Tweet, and Dave(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
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.	Ruff Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere; just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. And their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.

Other Matters (2 of 13)	Response
Program Title	Astroblast (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
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.	Astroblast!, based on the book series by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one three-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or an embarrassing incident, or resist the urge to blame others for your mistakes.
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Other Matters (3 of 13)	Response
Program Title	Lazy Town (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12pm (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
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.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

Other Matters (4 of 13)	Response
Program Title	Earth to Luna (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (10/3/15-12/26/15)

Total times aired at regularly scheduled time	13
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.	Earth to Luna is a Brazilian animated series specifically aimed at teaching 2-5 year old children how to ask questions about nature and science and vigorously pursue the answers. The show encourages curiosity, research, and critical thinking. Each episode of the show is focused on a particular creature, object, or phenomenon that would be of interest to the target audience. For example, Luna might wonder how she can grow a plant without a seed and finds the answer through her inquiry process. The characters, Luna, Jupiter (her brother), and Clive (their pet ferret) embark on a research effort that takes the audience through each step that answers their overarching question. The show uses recurring features, signature phrases, and songs to cue the audience when they need to do research, when they transition to the adventure, and when they have reached the ending to review all they've learned.

Other Matters (5 of 13)	Response
Program Title	Clangers (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:00am (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
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 Clangers is a beloved British series that was originally conceived by Oliver Postgate in 1969 and has been reconceived and invigorated by his son, Daniel Postgate. The show features the Clanger family, small mouse-like creatures that live on Clanger Planet far away from Earth. The members of the family are presented with many unusual challenges that become the center of a dilemma that must be resolved within each episode. Strange visitors arrive out of nowhere and the Clangers have to figure out who and why they are on Clanger Planet. Sometimes they need to help or rescue someone who has become lost on the planet. Other times, they are trying to understand outer space; meteors and comets and eclipses of the sun or moon. Each member of the family has a forte', from playing music to knitting or gardening or inventing equipment that comes in handy for some of the problem solving that takes place.

Other Matters (6 of 13)	Response
Program Title	Tree Fu tom (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 8:30am (10/3/15-12/26/15)
Total times aired at regularly scheduled time	13
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.	Tree Fu Tom series focuses on the amazing adventures of a young boy called Tom who, with the power of 'movement magic' called 'Tree Fu', can transform into a tiny but mighty magical super hero and travel to a wondrous enchanted kingdom called Treetopolis that exists in a tree in his backyard woods. During each program he calls upon the audience to follow his moves to send him the magic he needs to solve a problem encountered by Tom and his friends. . These include Ariella, a butterfly who is also a rancher and has rope lassoing skills; Twigs, an acorn sprite who folds himself into an acorn when he's frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog and the resident genius inventor. In each episode there are an action adventure sequences that are key to resolving the challenge of the day.

Other Matters (7 of 13)	Response
Program Title	Wild About Animals (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am & 10:30am (10/4/15-12/27/15)
Total times aired at regularly scheduled time	26
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.	Wild About Animals is a reality science series that is produced for children in the 13-16 age group, and is designed to educate, inform and entertain those viewers. This program fulfills its purpose by providing a high level of educational value. The structure of each show consists of four (4) different segments/stories which make for a varied, fast paced program. Through the use of dramatic, stunning footage combined with an engaging and entertaining narrative, the show creates a general tone that is particularly effective in connecting to the target audience. The level of detail in each show is also appropriate and the segments move quickly from one topic to the next. The host, Mariette Hartley who is an animal rights activist and Emmy award winning actress, creates a bond with the viewer through her pleasing delivery. Coupled with a very conversational style is the MTV shooting style. The program open is visually engaging, featuring scenes of animals in their habitats in the form of a teaser for the audience.
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Other Matters (8 of 13)	Response
Program Title	Awesome Adventures (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 11:000am & 11:30am (10/4/15-12/27/15)
Total times aired at regularly scheduled time	26
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.	Awesome Adventures follows the presenter and a group of teenagers to destinations all over the world. During their stay in the designated area, the group explores the environment and learns about different cultures, customs and nature.

Other Matters (9 of 13)	Response
Program Title	Whaddya Do (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12:00pm & 12:30pm (10/4/15-12/27/15)
Total times aired at regularly scheduled time	26
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.	Whaddya Do WHADDYADO" (What Do You Do) is a half-hour weekly educational series designed to inform, educate, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality,intended to prepare young people for potential situations that could easily crop up at any time, anywhere.Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in reallife. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right time many episodes will feature a Moral Dilemma segment.
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Other Matters (10 of 13)	Response
Program Title	Awesome Adventures (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:00am & 11:30am(7/04/15-9/26/15)
Total times aired at regularly scheduled time	26
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.	Awesome Adventures follow the presenter and a group of teenagers to destinations all over the world. During their stay in the designated area, the group explores the environment and learns about different cultures, customs and nature.

Other Matters (11 of 13)	Response
Program Title	Live Life and Win (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am & Sunday at 10:00am (10/3/15-12/27/15)
Total times aired at regularly scheduled time	26
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.

Other Matters (12 of 13)	Response
Program Title	Animal Atlas (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (10/3/15-12/26/15)
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.	On Animal Atlas we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that allow them to survive and thrive. But best of all, we meet them face to face. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas.

Other Matters (13 of 13)	Response
Program Title	The Real Winning Edge (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10:30am (10/4/15-12/27/15)
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 Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges.

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>WIS License Subsidiary, LLC</p>

Attachments

No Attachments.