



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003761905** | File Number: **0000012116** | Submit Date: **07/06/2016** | 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: **07/06/2016**  
Filing Status: **Active**

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## Report reflects information for : Second Quarter of 2016

### General Information

| Section     | Question   | Response |
|-------------|--|----------|
| Attachments | Are attachments (other than associated schedules) being filed with this application? | No       |

**Applicant  
Information**

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

| <b>Applicant</b>  | <b>Address</b>   | <b>Phone</b>         | <b>Email</b>                   | <b>Applicant Type</b> |
|---|--|----------------------|--------------------------------|-----------------------|
| <b>MULTIMEDIA NETWORK OF NC, INC</b><br>Doing Business As: MULTIMEDIA<br>NETWORK OF NC, INC | Dr.Mark Evans<br>110 TORREY<br>PINES LANE<br>PINEHURST, NC<br>28374<br>United States | +1 (910)<br>215-5686 | markmywords@embarqmail.<br>com | Company               |

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**Contact  
Representatives  
(2)**

| Contact Name  | Address   | Phone                | Email                          | Contact Type                |
|---|---|----------------------|--------------------------------|-----------------------------|
| <b>Mark Evans , Ph.D. .</b><br><i>President</i><br>Multimedia Network of North<br>Carolina, Inc. (Licensee) | 110 TORREY<br>PINES LANE<br>PINEHURST, NC<br>28374<br>United States   | +1 (910)<br>215-5686 | MARKMYWORDS@EMBARQMAIL.<br>COM | Legal<br>Representative     |
| <b>TIMOTHY Z. SAWYER</b><br><i>CONSULTING ENGINEER</i><br>Mullaney Engineering, Inc. ,                      | Timothy Z. Sawyer<br>MULLANEY<br>ENGINEERING, INC<br>4937-G Green<br>Valley Road<br>Monrovia, MD 21770<br>United States | +1 (301)<br>921-0115 | MULLANEY@MULLENGR.COM          | Technical<br>Representative |

**Children's  
Television  
Information**

| Section      | Question              | Response                      |
|--------------|-----------------------|-------------------------------|
| Station Type | Station Type          | Independent                   |
|              | Affiliated network    |                               |
|              | Nielsen DMA           | Raleigh-Durham (Fayetteville) |
|              | 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  | 16.0     |
| 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(10)**

| Digital Core Program (1 of 10)   | Response  |
|--|---|
| Program Title  | Mark My Words   |
| Origination  | Local   |
| Days/Times Program Regularly Scheduled   | M-F, 7:00 a.m.,7:30 a.m., 5:00 pm., 5:30 p.m.   |
| Total times aired at regularly scheduled time  | 264   |
| Total times aired  | 264   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   | 0   |
| Number of Preemptions Rescheduled  | 0   |
| 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-CD 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 10)                | Response           |
|---|--------------------|
| Program Title                                 | Animal Rescue      |
| Origination                                   | Network            |
| Days/Times Program Regularly Scheduled        | Saturday 7:30 a.m. |
| Total times aired at regularly scheduled time | 13                 |
| Total times aired                             | 13                 |
| Number of Preemptions                         | 0                  |

|  |  |
|--|--|
| Number of Preemptions for other than Breaking News   | 0  |
| Number of Preemptions Rescheduled  | 0  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Animal Rescue," a weekly series, is aimed at children and their families. It showcases spectacular rescues of animals. The program instructs children on the proper care of animals, as well as giving safety tips on caring for all types of creatures |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (3 of 10)   | Response  |
|--|---|
| Program Title  | Dog Tales   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 8:00 a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  | 13  |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   | 0   |
| Number of Preemptions Rescheduled  | 0   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Dog Tales" is a weekly half-hour television series about dogs and the people who love them. "Dog Tales" features dogs of all sizes, shapes, and breeds from across the United States. This program teaches children about dogs, their variety, and the proper means of care. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (4 of 10)                | Response                   |
|---|----------------------------|
| Program Title                                 | Jack Hanna's Into the Wild |
| Origination                                   | Network                    |
| Days/Times Program Regularly Scheduled        | Saturday 8:30 a.m.         |
| Total times aired at regularly scheduled time | 13                         |
| Total times aired                             | 13                         |

|  |  |
|--|--|
| Number of Preemptions  | 0  |
| Number of Preemptions for other than Breaking News   | 0  |
| Number of Preemptions Rescheduled  | 0  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack Hanna's "Into the Wild" takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. It provides insight into the protection and conservation of some of our planet's most precious and endangered species |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| <b>Digital Core Program (5 of 10)</b>  |   | <b>Response</b> |
|--|---|-----------------|
| Program Title  | Whaddyado   |                 |
| Origination  | Network   |                 |
| Days/Times Program Regularly Scheduled   | Saturday 9:00 a.m.  |                 |
| Total times aired at regularly scheduled time  | 13  |                 |
| Total times aired  | 13  |                 |
| Number of Preemptions  | 0   |                 |
| Number of Preemptions for other than Breaking News   | 0   |                 |
| Number of Preemptions Rescheduled  | 0   |                 |
| 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. | WHADDYADO poses a questions to teenagers in this weekly series. They are asked, "What would you do if put in a perilous situation?" The half-hour show uses a combination of actual footage, re-enactments and demonstrations to prepare young people to face dangerous situations that could occur anywhere and at any time. Through interviews with the participants and experts' tips, viewers learn the proper way to react in the given scenarios. |                 |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |                 |

| <b>Digital Core Program (6 of 10)</b> |          | <b>Response</b> |
|---------------------------------------|----------|-----------------|
| Program Title                         | Biz Kids |                 |

|  |   |
|--|---|
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 9:30 a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  | 13  |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   | 0   |
| Number of Preemptions Rescheduled  | 0   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 10 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Biz Kids" is an Emmy Award-winning series that uses entertaining presentations to teach the basis of smart money management and the importance of giving back to the community |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core Program (7 of 10)   | Response  |
|--|---|
| Program Title  | Real Life 101   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 10:a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  | 13  |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   | 0   |
| Number of Preemptions Rescheduled  | 0   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 7 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 asks young viewers, "What Do You Want to Be When You Grow Up?"This program can help regardless of whether they want to be a cowboy, astronaut, ballerina, or fireman. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core Program (8 of 10)                | Response                       |
|---|--------------------------------|
| Program Title                                 | Jack Hanna's Animal Adventures |
| Origination                                   | Network                        |
| Days/Times Program Regularly Scheduled        | Sunday 7:00 a.m.               |
| Total times aired at regularly scheduled time | 13                             |



|  |   |
|--|---|
| Total times aired  | 13  |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   | 0   |
| Number of Preemptions Rescheduled  | 0   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack Hanna is one of America's most beloved naturalists and adventurers. Jack Hanna takes millions of family viewers on exciting journeys each week to learn about animals and the places they inhabit. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (9 of 10)   | Response  |
|--|---|
| Program Title  | 3 Wide Life   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sunday 7:30 a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Total times aired  | 13  |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   | 0   |
| Number of Preemptions Rescheduled  | 0   |
| 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. | 3 Wide Life explains and educates young viewers regarding the technology required in the competitive racing industry. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (10 of 10)                    | Response                            |
|--|-------------------------------------|
| Program Title                                      | Dragonfly TV                        |
| Origination  | Network                             |
| Days/Times Program Regularly Scheduled             | Saturday 7:00 a.m. Monday 4:00 p.m. |
| Total times aired at regularly scheduled time      | 26                                  |
| Total times aired                                  | 26                                  |
| Number of Preemptions                              | 0                                   |
| Number of Preemptions for other than Breaking News | 0                                   |
| Number of Preemptions Rescheduled                  | 0                                   |

|  |  |
|--|--|
| Length of Program  | 30 mins  |
| Age of Target Child Audience   | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dragonfly TV introduces children to science and provides the opportunity to understand scientific experiments. |
| 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. | During the 2nd quarter, WYBE-CD (formerly WYBE-CA) converted the station's broadcast signal from analog to digital. Our license to cover application was filed on May 12, 2015 and was granted by the FCC. The station has single broadcast stream and because we switched immediately from analog to digital, we were never broadcasting more than one stream. Several questions on this form are worded to accommodate stations broadcasting simultaneously in analog and digital streams. We have never done so. So questions 7(a-b-c,) 8 (a-b) and 11 are not applicable to our situation. We could not answer questions regarding our "second stream" because we have never had one. WYBE-CD 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 (10)**

| <b>Other Matters (1 of 10)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | Mark My Words  |
| Origination  | Local  |
| Days/Times Program Regularly Scheduled   | M-F, 7:00 a.m.,7:30 a.m., 5:00 pm., 5:30 p.m.  |
| Total times aired at regularly scheduled time  | 264  |
| 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-CD airs episodes of Mark! My Words during the day so that they are available to children in the targeted age group. |

| <b>Other Matters (2 of 10)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | Dragonfly TV   |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturday 7:00 a.m. Monday 4:00 p.m.  |
| Total times aired at regularly scheduled time  | 26   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dragonfly TV introduces children to science and provides the opportunity to understand scientific experiments. |

| <b>Other Matters (3 of 10)</b>   | <b>Response</b>  |
|--|--|
| Program Title  | Animal Rescue  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturday 7:30 a.m.Tuesday 4:00 p.m.  |
| Total times aired at regularly scheduled time  | 26   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Animal Rescue," a weekly series, is aimed at children and their families. It showcases spectacular rescues of animals. The program instructs children on the proper care of animals, as well as giving safety tips on caring for all types of creatures |

| <b>Other Matters (4 of 10)</b>   | <b>Response</b>   |
|--|---|
| Program Title  | Dog Tales   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 8:00 a.m. Wednesday 4:00 p.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Dog Tales" is a weekly half-hour television series about dogs and the people who love them. "Dog Tales" features dogs of all sizes, shapes, and breeds from across the United States. This program teaches children about dogs, their variety, and the proper means of care. |

| <b>Other Matters (5 of 10)</b>   | <b>Response</b>   |
|--|---|
| Program Title  | Jack Hanna's Into the Wild  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 8:30 a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack Hanna's "Into the Wild" takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. It provides insight into the protection and conservation of some of our planet's most precious and endangered species. |

| <b>Other Matters (6 of 10)</b>   | <b>Response</b>   |
|--|---|
| Program Title  | Whaddyadoo  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 9:00 a.m. Thursday 4:00 p.m.   |
| Total times aired at regularly scheduled time  | 26  |
| 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. | WHADDYADO poses a questions to teenagers in this weekly series. They are asked, "What would you do if put in a perilous situation?" The half-hour show uses a combination of actual footage, re-enactments and demonstrations to prepare young people to face dangerous situations that could occur anywhere and at any time. Through interviews with the participants and experts' tips, viewers learn the proper way to react in the given scenarios. |

| <b>Other Matters (7 of 10)</b> | <b>Response</b> |
|--------------------------------|-----------------|
|--------------------------------|-----------------|

|  |   |
|--|---|
| Program Title  | Biz Kids  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 9:30 a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 10 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Biz Kids" is an Emmy Award-winning series that uses entertaining presentations to teach the basis of smart money management and the importance of giving back to the community |

| Other Matters (8 of 10) | Response |
|-------------------------|----------|
|-------------------------|----------|

|  |  |
|--|--|
| Program Title  | Real Life 101  |
| Origination  | Network  |
| Days/Times Program Regularly Scheduled   | Saturday 10:00 a.m. Friday 4:00 p.m.   |
| Total times aired at regularly scheduled time  | 26   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 7 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 asks young viewers, "What Do You Want to Be When You Grow Up?" This program can help regardless of whether they want to be a cowboy, astronaut, ballerina, or fireman. |

| Other Matters (9 of 10) | Response |
|-------------------------|----------|
|-------------------------|----------|

|  |   |
|--|---|
| Program Title  | Jack Hanna's Animal Adventures  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sunday 7:00 a.m. Monday-Friday 4:30 p.m.  |
| Total times aired at regularly scheduled time  | 78  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack Hanna is one of America's most beloved naturalists and adventurers. Jack Hanna takes millions of family viewers on exciting journeys each week to learn about animals and the places they inhabit. |

| Other Matters (10 of 10) | Response |
|--------------------------|----------|
|--------------------------|----------|

|  |   |
|--|---|
| Program Title  | 3 Wide Life   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Sunday 7:30 a.m.  |
| Total times aired at regularly scheduled time  | 13  |
| 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. | 3 Wide Life explains and educates young viewers regarding the technology required in the competitive racing industry. |



## Certification

| Question   | Response   |
|--|--|
| <p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p> |  |
| <p>I certify that this application includes all required and relevant attachments.</p>   | <p>Yes</p>   |
| <p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>  | <p><b>Mark Evans ,<br/>Ph.D. .<br/>President,<br/>Multimedia<br/>Network of<br/>North<br/>Carolina,<br/>Inc.</b></p> <p>07/06/2016</p> |

## Attachments

No Attachments.