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Children's Television Programming Report

FRN: **0018223693** | File Number: **0000020919** | Submit Date: **01/10/2017** | Call Sign: **WMBF-TV** | Facility ID: **83969** |

City: **MYRTLE BEACH** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

01/10/2017 | Filing Status: **Active**

Report reflects information for : **Fourth 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

Applicant	Address	Phone	Email	Applicant Type
WMBF LICENSE SUBSIDIARY, LLC Doing Business As: WMBF LICENSE SUBSIDIARY, LLC	RSA TOWER, 20TH FLOOR 201 MONROE STREET MONTGOMERY, AL 36104 United States	+1 (334) 206-1400	fcclms@raycommedia.com	Company

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
Ann Bobeck , Esq . <i>Legal Counsel</i> COVINGTON & BURLING LLP	One CityCenter 850 Tenth Street, NW WASHINGTON, DC 20001 United States	+1 (202) 662- 5719	abobeck@cov.com	Legal Representative
Robert E. Thurber , Jr. . <i>Vice President, Engineering</i> Raycom Media, Inc.	RSA TOWER, 20TH FLOOR 201 MONROE STREET MONTGOMERY, AL 36104 United States	+1 (334) 206- 1409	BTHURBER@RAYCOMMEDIA. COM	Technical Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Myrtle Beach-Florence
	Web Home Page Address	www.wmbfnews.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(14)

Digital Core Program (1 of 14)	Response
Program Title	The Voyager with Josh Garcia; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	2
Number of Preemptions for other than Breaking News	0
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 Voyager with Josh Garcia takes viewers on an exciting and immersive journey around the globe with world traveler and host, Josh Garcia. Each episode provides audiences access to the world's most incredible destinations as Josh seeks out the truly authentic experiences one can only find when guided by a knowledgeable and passionate guide. Each week, Josh brings viewers on an enthralling voyage exploring the people and cultures that make our world so breathtaking.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 14)	Response
Program Title	Wilderness Vet; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	2

Number of Preemptions for other than Breaking News	0
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.	Wilderness Vet hosted by renown veterinarian Dr. Michelle Oakley, features compelling stories from on of the most rugged areas on the planet, the Yukon. Dr. Oakley travels to homes, farms and wildlife preserves across the Yukon to help animals in need. Wilderness Vet will bring viewers closer than ever before to wild animals in their native habitats by showcasing the hard work and dedication involved in their rescue and rehabilitation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 14)	Response
Program Title	Journey with Dylan Dreyer; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	12
Total times aired	14
Number of Preemptions	2
Number of Preemptions for other than Breaking News	2
Number of Preemptions Rescheduled	2
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.	Led by NBC news meteorologist and Today contributor Dylan Dreyer, Journey with Dylan Dreyer is a wonderous celebration of nature. Breathtaking cinematography will bring viewers up-close and personal with the black bears of Montana to polar bears in the Arctic. The audience will have a unique platform to see animals in their natural habitat, including exploring the extraordinary migration of 1.5 million animals traveling over 500 miles across the Serengeti in Tanzania and Kenya. Dylan will tell us why.

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	Journey with Dylan Dreyer; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/16/2016 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	2016-10-01
Episode #	JDD 101
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Journey with Dylan Dreyer; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/11/2016 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	2016-12-10
Episode #	JDD 103
Reason for Preemption	Other

Digital Core Program (4 of 14)	Response
Program Title	Naturally, Danny Seo; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	12
Total times aired	14
Number of Preemptions	2

Number of Preemptions for other than Breaking News	2
Number of Preemptions Rescheduled	2
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.	Naturally, Danny Seo is an educations series for young people and their families seeking a healthier lifestyle by learning the science behind eating well and exercising your mind and body while caring fro our planet. Host Danny Seo is America's leading authority on eco-friendly living. Danny has devoted his career to the idea that caring for the environment can go hand-in-hand with enjoying time with family and friends and sharing delicious and healthy meals while creating a healthy and environmentally friendly home.
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	Naturally, Danny Seo; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/16/2016 01:00 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	2016-10-01
Episode #	NDS 101
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Naturally, Danny Seo; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/11/2016 01:00 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	2016-12-10
Episode #	NDS 103

Reason for Preemption		Other
Digital Core Program (5 of 14)		
Response		
Program Title	Give; Channel 32.1 (WMBF PRIMARY)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (10/1/16-12/31/16)	
Total times aired at regularly scheduled time	12	
Total times aired	14	
Number of Preemptions	2	
Number of Preemptions for other than Breaking News	2	
Number of Preemptions Rescheduled	2	
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>Give introduces viewers to the world of philanthropy through the stories of small charities making a big impact. The series features NBC News correspondent and the founder of UNICEF's Next Generation Jenna Bush Hager, esteemed actor Blair Underwood, and passionate celebrity philanthropists from film, television, music, sports, and business who are all on a mission to inspire others to do good. In each episode one of these celebrity ambassadors will visit two charities that use innovation, best practices, and dedication for changes in their communities and the world. With the helps of some of the country's top foundations, we'll meet these inspiring individuals to see how they do it through the eyes of our celebrity ambassadors.</p>	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Preemption Programs #1

Questions	Response
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Title of Program	Give; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/15/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-10-01
Episode #	GBU 101
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Give; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/10/2016 09:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-12-10
Episode #	GBU 103
Reason for Preemption	Other

Digital Core Program (6 of 14)		Response
Program Title		Heart Of A Champion with Lauren Thompson ; Channel 32.1 (WMBF PRIMARY)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 9:30 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	10	
Total times aired	14	
Number of Preemptions	4	
Number of Preemptions for other than Breaking News	4	
Number of Preemptions Rescheduled	4	
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.	Heart Of A Champion with Lauren Thompson features the powerful and inspiring stories of successful athletes who exemplify what it really means to be a champion. Hosted by Lauren Thompson, host of Golf Channel's Morning Drive, Heart Of A Champion with Lauren Thompson introduces audiences to professional and amateur athletes who have overcome obstacles to ultimately achieve transcendent moments in the world of sports. The series proves that a champion is not only defined by their speed, strength and agility, but also their grit, resiliency and heart.
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	Heart Of A Champion with Lauren Thompson; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	10/16/2016 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	2016-10-01
Episode #	HOC 101
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Heart Of A Champion with Lauren Thompson; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	11/05/2016 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	2016-11-05
Episode #	HOC 106
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	Heart Of A Champion with Lauren Thompson; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	11/12/2016 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	2016-11-12
Episode #	HOC 107
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	Heart Of A Champion with Lauren Thompson; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	12/24/2016 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	2016-12-24
Episode #	HOC 106
Reason for Preemption	Other

Digital Core Program (7 of 14)	Response
Program Title	All In With Laila Ali: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 & 10:30 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	28
Total times aired	28
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	All In with Laila Ali is a weekly half-hour series that delves into the world of sports, culture, travel and adventure. Developed and produced for viewers 13-16, each week host Laila Ali profiles inspirational people and showcases their extraordinary achievements. Exploring the world of sports, culture, travel and adventure, this educational program steps off the beaten track into uncharted territory inspiring audiences to go all in on their dreams.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 14)		Response
Program Title		Culture Click: Channel 32.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 11 AM (10/1/31-12/31/16)
Total times aired at regularly scheduled time		14
Total times aired		14
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		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Culture Click is a weekly half-hour series that explores the genesis of-and reasons behind-cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. Each week, the series will analyze and answer the questions that shape our society, using the power and speed of the internet and user-generated questions and content.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?		Yes

Digital Core Program (9 of 14)		Response
Program Title		Animal Tails: Channel 32.2 (BOUNCE)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 11:30 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time		14

Total times aired	14
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Tails is a half-hour educational, studio-based variety show for children 13-16 years of age. Hosted by comedian Mark Curry, Animal Tails explores and investigates animals of all sizes from all sorts of locations. From uncovering the unique ways different animals communicate with each other to discovering how police teams train their canine partners, Animal Tails provides a unique and educational experience for children and their parents.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 14)	Response
Program Title	Everyday Health: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 & 12:30 PM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	28
Total times aired	28
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In this weekly half-hour series developed and produced for educate and inform viewers ages 13-16, Everyday Health uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are "paying it forward" with good will and new ideas that will inspire other teens to take action.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No

Digital Core Program (11 of 14)		Response
Program Title		Jack Hannah's Wild Countdown: Channel 32.3 (GRIT)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays @ 10 & 10:30 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time		28
Total times aired		28
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		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Wildlife expert and animal ambassador, Jack Hannah, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different "top ten" each week in a variety of categories. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 14)	
	Response
Program Title	The Brady Barr Experience: Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	14
Total times aired	14
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Brady Barr Experience is a weekly half-hour series that is designed to inform and educate viewers 13- 16 years of age. In this action-packed series viewers will go behind the scenes with Dr. Brady Barr for a captivating ride through the world of wildlife and animal conservation. As a seasoned herpetologist, Dr. Barr has traveled to five continents, worked with hundreds of scientists and has gotten up close and personal with some of the most misunderstood animals on the planet. Brady Barr has made it his life's work to study and protect some of the world's most dangerous and endangered land animals and in this series, he will share his knowledge and passion for the earth's wildlife with the audience.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 14) Response	
Program Title	Sea Rescue : Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM & 12 PM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	28
Total times aired	28
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances- release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 14) Response	
Program Title	Rock The Park : Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (10/1/16-12/31/16)
Total times aired at regularly scheduled time	14
Total times aired	14

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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rock The Park is a weekly half-hour series produced and designed to educate and inform children 13-16 years of age and taps into America's love affair with our national parks. In this awe-inspiring and entertaining series our hosts, Jack Steward and Colton Smith, come face to face with nature and some of the most amazing places on earth. Viewers will witness fascinating aspects of National Parks from across the United States, from Alaska to Florida and everywhere in-between.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (8)

Non-Core Educational and Informational Programming (1 of 8)	Response
Program Title	Zoo Clues; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5 AM (10/1/16-12/31/16)
Total times aired at regularly scheduled time:	14
Number of Preemptions	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 series Zoo Clues will keep viewers engaged with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (2 of 8)	Response
Program Title	All In With Laila Ali: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sunday @ 10 AM (10/30/16 - 11/27/16)
Total times aired at regularly scheduled time:	5
Number of Preemptions	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.	All In with Laila Ali is a weekly half-hour series that delves into the world of sports, culture, travel and adventure. Developed and produced for viewers 13-16, each week host Laila Ali profiles inspirational people and showcases their extraordinary achievements. Exploring the world of sports, culture, travel and adventure, this educational program steps off the beaten track into uncharted territory inspiring audiences to go all in on their dreams.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (3 of 8)	Response
Program Title	All In With Laila Ali: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sunday @ 10:30 AM (10/30/16 & 11/27/16)
Total times aired at regularly scheduled time:	2
Number of Preemptions	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.	All In with Laila Ali is a weekly half-hour series that delves into the world of sports, culture, travel and adventure. Developed and produced for viewers 13-16, each week host Laila Ali profiles inspirational people and showcases their extraordinary achievements. Exploring the world of sports, culture, travel and adventure, this educational program steps off the beaten track into uncharted territory inspiring audiences to go all in on their dreams.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (4 of 8)	
Program Title	All In With Laila Ali: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sunday @ 11 AM & 11:30 AM (12/4/16)
Total times aired at regularly scheduled time:	2
Number of Preemptions	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.	All In with Laila Ali is a weekly half-hour series that delves into the world of sports, culture, travel and adventure. Developed and produced for viewers 13-16, each week host Laila Ali profiles inspirational people and showcases their extraordinary achievements. Exploring the world of sports, culture, travel and adventure, this educational program steps off the beaten track into uncharted territory inspiring audiences to go all in on their dreams.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (5 of 8)	
Program Title	Culture Click: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sundays @ 10:30 AM (11/6/16-11/20/16)
Total times aired at regularly scheduled time:	3
Number of Preemptions	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.	Culture Click is a weekly half-hour series that explores the genesis of-and reasons behind-cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. Each week, the series will analyze and answer the questions that shape our society, using the power and speed of the internet and user-generated questions and content.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (6 of 8)	Response
Program Title	Culture Click: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sunday @ 10:30 AM (12/11/16)
Total times aired at regularly scheduled time:	1
Number of Preemptions	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.	Culture Click is a weekly half-hour series that explores the genesis of-and reasons behind-cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. Each week, the series will analyze and answer the questions that shape our society, using the power and speed of the internet and user-generated questions and content.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes
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Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (7 of 8)	Response
Program Title	Everyday Health: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sunday @ 11 & 11:30 AM (11/6/16-11/27/16)
Total times aired at regularly scheduled time:	8
Number of Preemptions	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.	In this weekly half-hour series developed and produced for educate and inform viewers ages 13-16, Everyday Health uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are "paying it forward" with good will and new ideas that will inspire other teens to take action.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (8 of 8)	Response

Program Title	Everyday Health: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled:	Sunday @ 10 AM, 10:30 AM, 12 PM & 12:30 PM (12/4/16)
Total times aired at regularly scheduled time:	4
Number of Preemptions	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.	In this weekly half-hour series developed and produced for educate and inform viewers ages 13-16, Everyday Health uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are "paying it forward" with good will and new ideas that will inspire other teens to take action.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
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**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	Jessica Blazer
Address	918 Frontage Road East
City	Myrtle Beach
State	SC
Zip	29577
Telephone Number	(843) 839-7914
Email Address	jblazer@wmbfnews.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.	Due to Hurricane Matthew coverage on WMBF on 10/8/16 from 5 am to 8 pm, all regularly scheduled E/I programs as well as scheduled make-goods from 10 /1/16 for "The Voyager With Josh Garcia" and "Wilderness Vet" were preempted. On 10/16/16, "Heart Of A Champion with Lauren Thompson" aired in its 2nd secondary home. Due to a technical error at the BOUNCE network, the E/I children's programs "All In With Laila Ali" and "Everyday Health" were aired without the E/I graphic through October 15, 2016. Some episodes of the E/I Program "Culture Click" aired without the E/I graphic through November 5, 2016. The network was put on notice and it remedied the issue, and WMBF has implemented additional procedures to monitor the presence of the E/I graphic. The affected programming was re-aired with the E/I symbol on Sundays from 10am-12:30pm, October 30, 2016-December 11, 2016, as outlined in the Non-Core Programming Summary.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	The Voyager with Josh Garcia: Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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 Voyager with Josh Garcia takes viewers on an exciting and immersive journey around the globe with world traveler and host, Josh Garcia. Each episode provides audiences access to the world's most incredible destinations as Josh seeks out the truly authentic experiences one can only find when guided by a knowledgeable and passionate guide. Each week, Josh brings viewers on an enthralling voyage exploring the people and cultures that make our world so breathtaking.

Other Matters (2 of 14)	Response
Program Title	Wilderness Vet; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Wilderness Vet hosted by renown veterinarian Dr. Michelle Oakley, features compelling stories from on of the most rugged areas on the planet, the Yukon. Dr. Oakley travels to homes, farms and wildlife preserves across the Yukon to help animals in need. Wilderness Vet will bring viewers closer than ever before to wild animals in their native habitats by showcasing the hard work and dedication involved in their rescue and rehabilitation.

Other Matters (3 of 14)	Response
Program Title	Journey with Dylan Dreyer; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Led by NBC news meteorologist and Today contributor Dylan Dreyer, Journey with Dylan Dreyer is a wonderous celebration of nature. Breathtaking cinematography will bring viewers up-close and personal with the black bears of Montana to polar bears in the Arctic. The audience will have a unique platform to see animals in their natural habitat, including exploring the extraordinary migration of 1.5 million animals traveling over 500 miles across the Serengeti in Tanzania and Kenya. Dylan will tell us why.
Other Matters (4 of 14)	
Program Title	Naturally, Danny Seo; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Naturally, Danny Seo is an educations series for young people and their families seeking a healthier lifestyle by learning the science behind eating well and exercising your mind and body while caring fro our planet. Host Danny Seo is America's leading authority on eco-friendly living. Danny has devoted his career to the idea that caring for the environment can go hand-in-hand with enjoying time with family and friends and sharing delicious and healthy meals while creating a healthy and environmentally friendly home.
Other Matters (5 of 14)	
Program Title	Give; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Give introduces viewers to the world of philanthropy through the stories of small charities making a big impact. The series features NBC News correspondent and the founder of UNICEF's Next Generation Jenna Bush Hager, esteemed actor Blair Underwood, and passionate celebrity philanthropists from film, television, music, sports, and business who are all on a mission to inspire others to do good. In each episode one of these celebrity ambassadors will visit two charities that use innovation, best practices, and dedication for changes in their communities and the world. With the helps of some of the country's top foundations, we'll meet these inspiring individuals to see how they do it through the eyes of our celebrity ambassadors.
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Other Matters (6 of 14)	Response
Program Title	Heart Of A Champion with Lauren Thompson; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 9:30 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Heart Of A Champion with Lauren Thompson features the powerful and inspiring stories of successful athletes who exemplify what it really means to be a champion. Hosted by Lauren Thompson, host of Golf Channel's Morning Drive, Heart Of A Champion with Lauren Thompson introduces audiences to professional and amateur athletes who have overcome obstacles to ultimately achieve transcendent moments in the world of sports. The series proves that a champion is not only defined by their speed, strength and agility, but also their grit, resiliency and heart.

Other Matters (7 of 14)	Response
Program Title	All In With Laila Ali: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM & 10:30 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	24
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.	All In with Laila Ali is a weekly half-hour series that delves into the world of sports, culture, travel and adventure. Developed and produced for viewers 13-16, each week host Laila Ali profiles inspirational people and showcases their extraordinary achievements. Exploring the world of sports, culture, travel and adventure, this educational program steps off the beaten track into uncharted territory inspiring audiences to go all in on their dreams.

Other Matters (8 of 14)	Response
Program Title	Culture Click: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Culture Click is a weekly half-hour series that explores the genesis of-and reasons behind-cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. Each week, the series will analyze and answer the questions that shape our society, using the power and speed of the internet and user-generated questions and content.

Other Matters (9 of 14)	Response
Program Title	Animal Tails; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Animal Tails is a half-hour educational, studio-based variety show for children 13-16 years of age. Hosted by comedian Mark Curry, Animal Tails explores and investigates animals of all sizes from all sorts of locations. From uncovering the unique ways different animals communicate with each other to discovering how police teams train their canine partners, Animal Tails provides a unique and educational experience for children and their parents.

Other Matters (10 of 14)	Response
Program Title	Everyday Health: Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 & 12:30 PM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	24
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.	In this weekly half-hour series developed and produced for educate and inform viewers ages 13-16, Everyday Health uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are "paying it forward" with good will and new ideas that will inspire other teens to take action.
Other Matters (11 of 14)	
Program Title	Jack Hannah's Wild Countdown : Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 & 10:30 2/AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	24
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.	Wildlife expert and animal ambassador, Jack Hannah, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different "top ten" each week in a variety of categories. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom.
Other Matters (12 of 14)	
Program Title	The Brady Barr Experience; Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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 Brady Barr Experience is a weekly half-hour series that is designed to inform and educate viewers 13-16 years of age. In this action-packed series viewers will go behind the scenes with Dr. Brady Barr for a captivating ride through the world of wildlife and animal conservation. As a seasoned herpetologist, Dr. Barr has traveled to five continents, worked with hundreds of scientists and has gotten up close and personal with some of the most misunderstood animals on the planet. Brady Barr has made it his life's work to study and protect some of the world's most dangerous and endangered land animals and in this series, he will share his knowledge and passion for the earth's wildlife with the audience.
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Other Matters (13 of 14)	Response
Program Title	Sea Rescue : Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM & 12 PM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	24
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 half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances- release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species.

Other Matters (14 of 14)	Response
Program Title	Rock The Park : Channel 32.3 (GRIT)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (1/7/17-3/25/17)
Total times aired at regularly scheduled time	12
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.	Rock The Park is a weekly half-hour series produced and designed to educate and inform children 13-16 years of age and taps into America's love affair with our national parks. In this awe-inspiring and entertaining series our hosts, Jack Steward and Colton Smith, come face to face with nature and some of the most amazing places on earth. Viewers will witness fascinating aspects of National Parks from across the United States, from Alaska to Florida and everywhere in-between.

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>	
I certify that this application includes all required and relevant attachments.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	<p>Sarah Miles <i>General Manager</i></p> <p>01/10 /2017</p>

Attachments

No Attachments.