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Children's Television Programming Report

FRN: **0023159734** | File Number: **0000020326** | Submit Date: **01/09/2017** | Call Sign: **WWMB** | Facility ID: **3133** | City: **FLORENCE** | State: **SC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/09/2017** | 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
HSH MYRTLE BEACH (WWMB) LICENSEE, LLC	201 MASSACHUSETTS AVENUE, NE Suite C-1 WASHINGTON, DC 20002 United States	+1 (202) 546-5400	cmmay@maylawoffices. com	Company

**Contact
Representatives
(2)**

Contact Name	Address	Phone	Email	Contact Type
JOSEPH M. Davis <i>CONSULTING ENGINEER</i> CHESAPEAKE RF CONSULTANTS, LLC	11993 KAHNS ROAD MANASSAS, VA 20112 United States	+1 (703) 650-9600	JOSEPH.DAVIS@RF- CONSULTANTS.COM	Technical Representative
Colby M May , Esq . <i>FCC Counsel</i> COLBY M. MAY, ESQ., P.C.	PO Box 15473 WASHINGTON, DC 20003 United States	+1 (202) 544-5171	cmmay@maylawoffices.com	Legal Representative

**Children's
Television
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Myrtle Beach-Florence
	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	5.0
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:	6.5
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(16)

Digital Core Program (1 of 16)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 7:00AM & 7:30AM
Total times aired at regularly scheduled time	28
Total times aired	28
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's main digital stream, channel 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 16)	Response
Program Title	Rescue Me with Dr. Lisa
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 8:00AM
Total times aired at regularly scheduled time	14
Total times aired	14
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.	This program is about a veterinarian's mission to match orphaned pets with new owners and new homes. Episode examples include finding a dog for a mother and her two young daughters and, overcoming the challenge of finding a dog for a family who doesn't know what they want. Children will learn what it takes to be a responsible pet owner. This program airs on the station's main digital stream, channel 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 16)		Response
Program Title	The Dog Whisperer with Cesar Millan: Family Edition	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday / 8:30AM, 9:00AM, 9:30AM	
Total times aired at regularly scheduled time	42	
Total times aired	42	
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.	This program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program airs on the station's main digital stream, channel 21.1.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 16)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 10:30 AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program airs on the station's main digital stream, channel 21.1

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 16)		Response
Program Title	Dog Tales	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sunday / 1:00PM	
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	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of Dog Tales profiles a breed of dog, its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs' needs, health, nutrition requirements, safety, and care. This program airs on the station's main digital stream, channel 21.1	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (6 of 16)		Response
Program Title	Real Life 101	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Sunday / 1:30PM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected, and the viewer is taken "on the job" to understand why the professionals love what they do, viewers may even learn about job opportunities they may not have known existed. This program airs on the station's main digital stream, channel 21.1
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 16)

Response

Program Title	America's Heartland
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 2:00 PM
Total times aired at regularly scheduled time	3
Total times aired	12
Number of Preemptions	11
Number of Preemptions for other than Breaking News	11

Number of Preemptions Rescheduled	9
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.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program airs on the Station's primary digital stream, channel 21.1
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	America's Heartland
List date and time rescheduled	10/02/2016 04:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-10-01
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	10/09/2016 03:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-10-08
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	10/16/2016 04:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-10-15
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	10/23/2016 03:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-10-22
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	10/30/2016 03:30 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	2016-10-29
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	11/06/2016 03:30 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 #	
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	11/13/2016 03:30 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 #	
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	11/20/2016 03:30 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	2016-11-19
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #9

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	11/27/2016 03:30 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	2016-11-26
Episode #	
Reason for Preemption	Sports

**Digital Core Program
(8 of 16)**

	Response
Program Title	Calling Dr Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 7:00AM, 7:30AM
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's secondary digital stream, Channel 21.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 16)	Response
Program Title	Rescue Me with Dr. Lisa
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 8:00 AM
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.	This program is about a veterinarian's mission to match orphaned pets with new owners and new homes. Episode examples include finding a dog for a mother and her two young daughters and, overcoming the challenge of finding a dog for a family who doesn't know what they want.. Children will learn what it takes to be a responsible pet owner. This program airs on the station's secondary digital stream, Channel 21.2

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (10 of 16)		Response
Program Title	Dog Whisperer with Cesar Milan: Family Edition	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday / 8:30 AM, 9:00AM, 9:30AM	
Total times aired at regularly scheduled time	42	
Total times aired	42	
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 program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program airs on the station's secondary digital stream, Channel 21.2	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (11 of 16)		Response
Program Title	The Real Winning Edge	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Friday and Saturday / 10:00 AM
Total times aired at regularly scheduled time	27
Total times aired	27
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.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends, and developing a sense of purpose in his/her life, all combine to help the viewer stand against influences which could hurt him/her or others. This program airs on the station's tertiary digital stream, channel 21.3
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 16)

Response

Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 10:30 AM
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.	This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program airs on the station's tertiary digital stream, channel 21.3
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 16)

	Response
Program Title	Missing
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday / 10:00 AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	0
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.	This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. This program airs on the station's tertiary digital stream, channel 21.3
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 16)	
	Response
Program Title	America's Heartland
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday / 10:00 AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program airs on the station's tertiary digital stream, channel 21.3
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 16)		Response
Program Title	Dog Tales	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wednesday / 10:00 AM	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
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.	Each episode of Dog Tales profiles a breed of dog, its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs' needs, health, nutrition requirements, safety, and care. This program airs on the station's tertiary digital stream, channel 21.3.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (16 of 16)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday / 10:00 AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. This program airs on the station's tertiary digital stream, channel 21.3
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	Jamelah A Barich
Address	10 University Blvd
City	Conway
State	SC
Zip	29526
Telephone Number	(843) 234-9733
Email Address	jbarich@wpde.com

<p>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.</p>	<p>WWMB is an ongoing sponsor of - 2 Live Beyond, American Red Cross, American Cancer Society, American Heart Association, Backpack Buddies Smart Snacks Program, Boys and Girls Club, Children's Museum of South Carolina, Children's Recovery Center, Conway Medical Center, Horry County Early College High School, Florence County Disabilities Foundation, Florence Hospital System, Freedom Readers, Gene Ho Victory junction, Goodwill Industries, Grand Strand Humane Society, Ground Zero, Habitat for Humanity, Horry County Literacy Council, March of Dimes, Reggie Sanders Foundation, Rotary Club, Salvation Army, Save-R-Cats, South Carolina Department of Health, South Carolina Department of Natural Resources, South Carolina Department of Safety, Tidelands Health Foundation, United negro College Fund, United Way of Horry County, and Waccamaw Riverkeepers and The Wounded Warriors Project. WWMB 4Q 2016 News Ascertainment October 25 Kaitlin Wright gave a station tour to Green Sea Floyds Elementary School students. 27 Crystal Costa was a part of Read for the Record and read to preschoolers at Creative Beginnings in Myrtle Beach. 27 Brittany Van Voorhees read to preschoolers at A Step Ahead Child Development Center in Conway, SC. November 2 Kaitlin Wright judged a Chili Cook-off in North Myrtle Beach for the American Cancer Society. 7 - Brittany Van Voorhees read to students at Family Reading Night at Ocean Bay Elementary in Myrtle Beach, SC. 11 Amanda Kinseth Emceed the American Heart Association Horse Parade at Lakewood Campground in Myrtle Beach, SC. 12 Amanda Kinseth Emceed the American Heart Association Awards Ceremony at Lakewood Campground in Myrtle Beach, SC. 16 Crystal Costa spoke to five groups of middle school students at Career Day at Aynor Middle School in Aynor, SC. 19 Amanda Kinseth emceed the Dancing with the Horry County Stars at the Marina Inn in Myrtle Beach, SC. December 3 Allyson Floyd rode in the Aynor Christmas Parade. 3 Sydney Glenn and Ed Piotrowski rode in the Georgetown Christmas Parade. 3 Priscilla Thompson rode in the Loris Christmas Parade. 3 Priscilla Thompson rode in the Marion Christmas Parade. 3 Ed Piotrowski rode in the North Myrtle Beach Christmas Parade. 4 Summer Dashe, Amanda Kinseth, and Ed Piotrowski rode in the Murrells Inlet Christmas Parade. 4 Sydney Glenn and Rosalia Fodera rode in the Darlington Christmas Parade. 7 Crystal Costa was part of the Boys and Girls Club Gala at Horry Georgetown Technical College Culinary Center in Myrtle Beach. 9 Kaitlin Wright gave a station tour to students from Pee Dee Elementary in Conway. 10 Allyson Floyd, Eddie Kadhim, Matt Barbour, and Ed Piotrowski rode in the Conway Christmas Parade. 10 Crystal Costa and Erin MacPherson rode in the Hartsville Christmas Parade. 10 Kaitlin Wright and Tonya Brown rode in the Florence Christmas Parade. 10 Amanda Kinseth, Crystal Costa, Matt Barbour, and Ed Piotrowski rode in the Surfside Beach Christmas Parade. Special Reports/Events: October 3 - South Carolina's Historic Flood One Year Later - Lessons Learned - This 30-minute special looked at the flooding from 2015 that affected our area and how we have recovered since then October 28 at 11pm Homework, Harmful or Helpful - Amanda Kinseth - This special report looked at whether homework is good for students or not. November 14 at 11pm Internet Safety - Allyson Floyd - This special report looked at the huge number of social media sites popping up all the time and how parents can possibly keep up to protect their children from online dangers.</p>
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Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 7:00AM, 7:30AM
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's Main digital stream, channel 21.1.

Other Matters (2 of 14)	Response
Program Title	Dog Whisperer with Cesar Milan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 8:00AM, 8:30AM, 9:00AM, 9:30AM
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program airs on the station's main digital stream, channel 21.1.

Other Matters (3 of 14)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated

Days/Times Sunday 10:30AM
Program
Regularly
Scheduled

Total times 13
aired at
regularly
scheduled
time

Length of 30 mins
Program

Age of 13 years to 16 years
Target Child
Audience
from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program airs on the station's main digital stream, channel 21.1.

Other Matters (4 of 14)

Response

Program Title Dog Tales

Origination Syndicated

Days/Times Program Sunday / 1:00 PM
Regularly Scheduled

Total times aired at 13
regularly scheduled
time

Length of Program 30 mins

Age of Target Child 13 years to 16 years
Audience from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Each episode of Dog Tales profiles a breed of dog, its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs' needs, health, nutrition requirements, safety, and care. This program airs on the station's main digital stream, channel 21.1.

Other Matters (5 of 14)

Response

Program Title Real Life 101

Origination Syndicated

Days/Times Program Sunday / 1:30PM
Regularly Scheduled

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.	This program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected, and the viewer is taken "on the job" to understand why the professionals love what they do, viewers may even learn about job opportunities they may not have known existed. This program airs on the station's main digital stream, 21.1

Other Matters (6 of 14)	
	Response
Program Title	America's Heartland
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 2:00PM
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.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program airs on the station's main digital stream, channel 21.1

Other Matters (7 of 14)	
	Response
Program Title	Calling Dr Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 7:00AM, 7:30AM
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's secondary digital stream, Channel 21.2

Other Matters (8 of 14)

Response

Program Title	Dog Whisperer with Cesar Milan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 8:00AM, 8:30AM, 9:00AM, 9:30AM, 10:00AM
Total times aired at regularly scheduled time	52
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 program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. . This program airs on the station's secondary digital stream, Channel 21.2
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Other Matters (9 of 14)

Response

Program Title	Sports Stars of Tomorrow
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program showcases the hard work and dedication required to be a true sports star. Chronicled are the trials and tribulations of young athletes as they strive to become top level performers in the sports arena. This program helps viewers realize that with hard work and determination, their goals in life and on the playing field are attainable. Key values such as dedication, discipline, commitment and community involvement are reinforced in each episode. The program also provides in-depth stories that reveal the important challenges and lessons that mold young athletes. Through these stories, viewers learn that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout their lives. This program airs on the station's tertiary digital stream, channel 21.3
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Other Matters (10 of 14)

Response

Program Title	Missing
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Origination	Network
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Days/Times Program Regularly Scheduled	Monday / 10:00AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features actual cases of missing individuals across the country. Assisted by local state and federal law enforcement agencies, as well as the National Center for Missing and Exploited Children, the program interviews friends, family, and investigators involved with the cases. The program emphasizes taking responsibility for personal safety and promotes situational awareness. Each episode showcases safety tips, a safety quiz, and an instructional message from the National Center for Missing and Exploited Children. This program airs on the station's tertiary digital stream, channel 21.3
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Other Matters (11 of 14)

Response

Program Title	America's Heartland
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Tuesday / 10:00 AM
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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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.

Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but many children don't know how it's produced. "America's Heartland" provides information about the people and processes responsible for the availability of food and fuel across the country and around the world. The show's reporters and producers tell stories in topics that include farm families, consumer issues, animal welfare and crop sustainability. Children will learn about the production of the food and fuel they consume. Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact American agriculture has on the global economy. This program airs on the station's tertiary digital stream, channel 21.3

Other Matters (12 of 14)

Response

Program Title Dog Tales

Origination Syndicated

Days/Times Program Regularly Scheduled Wednesday / 10:00AM

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.

Each episode of Dog Tales profiles a breed of dog, its history, popularity and characteristics. Viewers will learn the differences in dogs and how those differences affect their lives. Viewers are shown families who own particular breeds, how they interact with their dogs, and how they are a valuable part of the family. Several dog experts explain the various dogs' needs, health, nutrition requirements, safety, and care. This program airs on the station's tertiary digital stream, channel 21.3

Other Matters (13 of 14)

Response

Program Title Animal Rescue

Origination Syndicated

Days/Times Program Regularly Scheduled Thursday / 10:00 AM

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.	This program exerts a positive influence on its viewers by illustrating the best of human instincts. In particular, the show highlights respect and compassion for all living creatures, informative instruction on medical rehabilitation treatments and techniques, and the teamwork of animal rescue personnel. The viewer learns valuable information about animal development, behavior and habitats, and is also made aware of important environmental issues. This program airs on the station's tertiary digital stream, channel 21.3
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Other Matters (14 of 14)	
	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday and Saturday / 10:00 AM
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.	This program features young people who have been chosen to be profiled because of their adoption of pro-social values and principles. The particular youth featured is interviewed by a celebrity in the same talent field. This program shows the viewer that honesty, loyalty, hard work, self-discipline and balancing school work with social activities and friends, and developing a sense of purpose in his/her life, all combine to help the viewer stand against influences which could hurt him/her or others. This program airs on the station's tertiary digital stream, channel 21.3

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>Jamelah A Barich <i>Children's Programming Liaison</i></p> <p>01/09/2017</p>

Attachments

No Attachments.