

Children's Television Programming Report

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 File Number: 0000027141
 Submit Date: 07/10/2017
 Call Sign: WWMB
 Facility ID: 3133
 City:

 FLORENCE
 State: SC

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

 07/10/2017

 Filing Status: Active

Report reflects information for : Second Quarter of 2017

General	Section	Question	Response
Information	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 CONSULTING ENGINEER 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

	Section	Question	Response	
Children's Television Information	Station Type	Station Type	Network Affiliatio	n
		Affiliated network	CW	
		Nielsen DMA	Myrtle Beach-Flo	rence
		Web Home Page Address		
			1	
Digital Core	Question			Response
Programming	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			Yes

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?

Digital Core Programs(20)

Digital Core Program (1 of 20)	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
Total times aired	26
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 Primary 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 20)	Response
Program Title	The Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Satuday / 8:00AM, 8:30AM, 9:00AM, 9:30AM
Total times aired at regularly scheduled time	52
Total times aired	52
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 Primary 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 20)	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 Primary digital stream, channel 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 20)	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
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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 Primary digital stream, channel 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 20)	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 Primary digital stream, channel 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Program Title	America's Heartland
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 2:00 PM
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Much of the food Americans eat is produced by farmers and ranchers in the country's heartland, but mar 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	06/03/2017 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	2017-06-03
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 20)	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
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	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 (8 of 20)	Response
Program Title	Dog Whisperer with Cesar Milan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 8:00AM 8:30 AM, 9:00AM, 9:30AM
Total times aired at regularly scheduled time	52

Total times aired	52
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 (9 of 20)	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
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins

Age of Target Child Audience	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 (10 of 20)	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	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

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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Digital Core Program (11 of 20)	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	Yes	
Licensee identify		
the program by		
displaying		
throughout the		
program the		
symbol E/I?		

Digital Core Program (12 of 20)	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 machildren 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 consum 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	Yes
Licensee	
identify the	
program by	
displaying	
throughout the	
program the	
symbol E/I?	

Digital Core Program (13 of 20)	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

Digital Core Program (14 of 20)	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

Digital Core Program (15 of 20)	Response
Program Title	Boomerang
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 10:00 AM Effective 6/3/2017
Total times aired at regularly scheduled time	4
Total times aired	4
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 a children's travel program featuring the natural geographic wonders, indigenous cultures native wildlife and unique adventures of Australia and other surrounding countries as seen and experience through the eyes of youth. Filmed on location, Boomerang's young hosts share their first-hand discoveries by conducting interviews, taking unusual tours, and designing their adventures based on viewers' special requests. Children learn geography, exposure to other cultures and appreciation for the world in which the live. Episode features include: meeting the world's oldest dog, exploring Mayan pyramids of southern Mexico, and traveling to a tiny island in the Timor Sea to visit a family who lives there. This program airs of the station's Quaternary digital stream, channel 21.4.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (16 of 20)	Response
Program Title	Get Wild at the San Diego Zoo
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 10:30 AM Effective 6/3/2017
Total times aired at regularly scheduled time	4
Total times aired	4
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 based at the world famous San Diego Zoo and features notable animal experts teaching children the living habits and unique behaviors of wild animals. Episode examples include learning how experts studying adult orangutans learn how they raise their young; and explains the Panda's living patterns. This program airs on the station's Quaternary digital stream, channel 21.4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 20)	Response
Program Title	Wild World at the San Diego Zoo
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 11:00 AM Effective 6/3/2017
Total times aired at regularly scheduled time	4
Total times aired	4
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 based at the world famous San Diego Zoo and focuses on showing how zoo enrichment programs help animals initiate natural behavior. This program teaches children about animal behavior and the importance of providing an enriching environment for animals in our care. This program airs on the station's Quaternary digital stream, channel 21.4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 20)	Response
Program Title	Heroes Among us
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 11:30 AM Effective 6/3/2017

Total times aired at regularly scheduled time	4
Total times aired	4
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 true stories of exceptional men, women and children making a difference across the United States. From highly trained professionals to ordinary citizens selflessly putting themselves in harm's way, the program celebrates the heroes in our nation today while going one step further, and teaches children key response behaviors critical to overcoming every day, unforeseen dangers. Episode examples include: a boy who displays courage and strength in his battle against cancer; a child who saved his entire class from certain catastrophe when a bus driver slipped into unconsciousness; dogs who bring joy to the mentally challenged; and, scouts who rally to save a hiker who falls from a mountaintop. This program airs on the station's Quaternary digital stream, channel 21.4.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (19 of 20)	Response
Program Title	Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 10:00 AM Effective 6/4/2017

Total times aired at regularly scheduled time	4
Total times aired	4
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	60 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 close-up exploration into the world of wild animals living around the world. There is a special focus on the importance of habitat conservation as well as an emphasis on protecting endangered species which teaches children care and stewardship of the planet. Episode examples include: how humans have affected the tiger and elephant in India; how polar bears depend on their delicate habitat; and, how North American lynx only exist in one continent and are known to be one of the most reclusive animals in the world. This program airs on the station's Quaternary digital stream, channel 21.4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 20)	Response
Program Title	Killer Instinct
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 11:00 AM Effective 6/4/2017
Total times aired at regularly scheduled time	4
Total times aired	4
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0

Number of Preemptions Rescheduled	0
Length of Program	60 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 provides an in-depth understanding of wild animals from the unique viewpoint of Australian animal expert Rob Bredl who is known as the "Barefoot Bushman". Rob uses his skills to better understand the predatory behavior of the deadliest creatures. Children will learn an appreciation for the Australian continent with its unique and diverse wildlife, and a respect for the predator in nature Animals featured include: feisty, cranky, wild Marsupial Carnivores; Box Jellyfish, Irukandji and Stonefish; and, the giant Amethystine python. This program airs on the station's Quaternary digital stream, channel 21.4.
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
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	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. 20 2017 News Ascertainment. April 2nd, Ed Piotrowski Emceed Compassion Through Fashion show in Myrtle Beach. 4th, Ed Piotrowski scooped ice cream at Ben and Jerry's for Free Cone Day. 5th, Brittany Van Vorhees gave a station tour for our kidcaster and their family 5th, Crystal Costa participated in National Walking Day for the American Heart Association, by walking around the station with a group of ladies, went live on Facebook for it, and shared numerous pictures about the campaign on social media to get the word out about heart health. 6th, Ed Piotrowski spoke at South Conway Elementary School in Conway. 7th, Ed Piotrowski Emceed the Special Olympics in Myrtle Beach. 7th, Amanda Kinseth attended Career Day at Seaside Elementary in Garden City. 8th, Tonya Brown Emceed the Senior Life Expo in Florence. 9th, Tonya Brown Emceed the St. Matthew Youth Program in Marlboro County. 12th, Brittany Van Vorhees gave a station tour for our kidcaster and their family 17th, Ed Piotrowski was a panelist at the National Hurricane Center Conference in New Orleans. 18th, Trey Paul presented an award at the MBACC meeting at Marriott Grand Dunes. 19th, Kaitlin

or any existing or proposed nonbroadcast 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.

next quarter,

May 2nd, Ed Piotrowski gave a tour to the 1st graders from First Presbyterian of Conway. 3rd, Brittany Van Vorhees gave a station tour for our kidcaster and their family 3rd, Summer Dashe attended an EOC safety meeting and shared protocol and insight on behalf of the station. 3rd, Trey Paul attended an EOC safety meeting and shared protocol and insight on behalf of the station. 6th, Brittany Van Vorhees judged a contest at Pirates Voyage. 6th, Ed Piotrowski was an Emcee at Dolly Parton's Imagination Library Kidsfest in Myrtle Beach. 6th, Ed Piotrowski Emceed the Blessing of the Inlet in Murrells Inlet. 9th, Ed Piotrowski spoke to 5th graders at Knuckles Elementary School in Lumberton, NC. 9th, Crystal Costa helped kick off National Women Build Week for Habitat for Humanity at a ground breaking event at a home being built in Carolina Forest. 10th, Brittany Van Vorhees gave a station tour for our kidcaster and their family 13th, Tonya Brown was a Speaker at the Cedar Fall Prayer Breakfast in Marlboro County. 13th, Ed Piotrowski was a judge at the Shrimp and Grits Cookoff at the Pawleys Island Hammock Shops. 15th, Ed Piotrowski was an Emcee and played in the Collins Kids Golf Tournament in Pawleys Island. 16th, Ed Piotrowski spoke at the Waccamaw Management about hurricanes in Myrtle Beach. 17th, Ed Piotrowski spoke at the Episcopal Women's Luncheon in North Myrtle Beach. 17th. Brittany Van Vorhees gave a station tour for our kidcaster and their family 18th, Ed Piotrowski attended Career Day at River Oaks Elementary School in Myrtle Beach. 19th, Amanda Kinseth hosted a booth at XCon at the Myrtle Beach Convention Center. 24th, Brittany Van Vorhees gave a station tour for our kidcaster and their family 25th, Ed Piotrowski was a Judge at the Greenwood Elementary All Pro Dads Cookoff in Florence. 26th, Kaitlin Wright gave a station tour to Sneed middle School 8th graders from Florence. 26th and 27th, Ed Piotrowski played in the Kingston Golf Classic in Conway. 27th, Tonya Brown was an Emcee at a Concert in Florence. 29th, Ed Piotrowski Emceed the VFW Post Memorial Day Ceremony in Murrells Inlet. 31st, Ed Piotrowski gave a weather speech to the 1st graders at Ocean Bay Elementary in Carolina Forest. 31st, Brittany Van Vorhees gave a station tour for our kidcaster and their family June 5th, Ed Piotrowski Emceed a Red Cross event at Broadway Grand Prix in Myrtle Beach. 7th, Brittany Van Vorhees gave a station tour for our kidcaster and their family 8th, 9th, 10th and 11th, Ed Piotrowski Emceed and tended a booth at the Carolina Country Music Festival in Myrtle Beach. 9th, Matt Barbour appeared at the Carolina Country Music Festival in Myrtle Beach. 9th, Amanda Kinseth appeared at the Carolina Country Music Festival in Myrtle Beach. 9th, Crystal Costa tended a booth at the Carolina Country Music Festival in Myrtle Beach 10th, Kaitlin Wright appeared at the Carolina Country Music Festival in Myrtle Beach. 10th, Trey Paul tended a booth at the Carolina Country Music Festival in Myrtle Beach. 10th and 11th, Brittany Van Vorhees tended a booth at the Carolina Country Music Festival in Myrtle Beach. 12th, Ed Piotrowski spoke about Hurricanes at Covenant Towers in Myrtle Beach. 14th, Brittany Van Vorhees gave a station tour for our kidcaster and their family 14th, Ed Piotrowski Emceed the Citizen of the Year Award for the Boy Scouts in Myrtle Beach. 15th, Crystal Costa gave a station tour to a viewer and her daughter. 17th, Ed Piotrowski played in a Golf Tournament benefiting American Cancer Society in Myrtle Beach. 19th, Ed Piotrowski spoke at Andrews Preschool in Andrews. 21st, Brittany Van Vorhees gave a station tour for our kidcaster and their family 22nd, Crystal Costa gave a station tour to a local college student that is interested in journalism. 22nd, Ed Piotrowski spoke about hurricanes at the Surfside Beach Rotary in Surfside . 23rd, Ed Piotrowski spoke about hurricanes at the Myrtle Beach Optimist Club in Myrtle Beach. 24th, Tonya Brown was an Emcee at a Church Fundraiser Concert in Marlboro County. 28th, Amanda Kinseth informally spoke to a group of performing arts middle school students at a summer camp about broadcasting and our jobs at Cypress Camping Resort in Myrtle Beach.

Other Matters (20)

Program Title

Origination

Sports Stars of Tomorrow

Syndicated

Other Matters (1 of 20)	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
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the
educational and
informationalDr. 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
objective of the
program and how it
meets the definitionDr. 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
objective of the
program and how it
meets the definitionveterinary staff share their experiences caring for animals of all shapes and sizes
of various domesticated animals and livestock. This program airs on the station's Primary digital
stream, channel 21.1.of Core Programming.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 Primary digital
stream, channel 21.1.

Other Matters (2 of 20)	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	56
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 Primary digital stream, channel 21.1.
Other Matters (3 of 20) Resp	oonse

Days/Times Program Regularly Scheduled	Sunday 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
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 Primary digital stream, channel 21.1.

Other Matters (4 of 20)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 1:00 PM
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 Primary digital stream, channel 21.1.

Other Matters (5 of 20)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 1:30PM

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 Primary digital stream, channel 21.1.

Other Matters (6 of 20)	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 Primary digital stream channel 21.1.

Other Matters (7 of 20)	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

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.		

Response
Dog Whisperer with Cesar Milan: Family Edition
Network
Saturday / 8:00AM, 8:30AM, 9:00AM, 9:30AM, 10:00AM
56
30 mins
13 years to 16 years
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.

Other Matters (9 of 20)	Response
Program Title	Sports Stars of Tomorrow
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins

Age of Target Child Audience from

and

Core

Programming.

Program

Describe the This program showcases the hard work and dedication required to be a true sports star. Chronicled are the educational 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 informational playing field are attainable. Key values such as dedication, discipline, commitment and community objective of involvement are reinforced in each episode. The program also provides in-depth stories that reveal the the program important challenges and lessons that mold young athletes. Through these stories, viewers learn that while and how it many desire greatness on the grand stage of competition, much can be learned through the journey that can meets the make a significant difference throughout their lives. This program airs on the station's Tertiary digital stream, definition of channel 21.3.

Other Matters (10 of 20)	0 Response	
Program Title	Missing	
Origination	Network	
Days/Times Program Regularly Scheduled	Monday / 10:00AM	
Total times aired at regularly scheduled time	13	
Length of Program	m 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.	Center for Missing and Exploited Children. This program airs on the station's Tertiary digital stream,	
Other Matters (11 of 20)	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	
Length of) mins	

13 years to 16 years Age of Target Child

Audience from

and

Describe the 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 educational processes responsible for the availability of food and fuel across the country and around the world. The informational 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. objective of Some episodes also take the show abroad to countries such as Egypt and Taiwan, to show the impact the program American agriculture has on the global economy. This program airs on the station's Tertiary digital stream, and how it meets the channel 21.3. definition of

Core Programming.

Other Matters (12 of 20)	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 20)	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

Other Matters (of 20)	Response	
Program Title	The Real Winning Edge	
Origination	Syndicated	
Days/Times Program Regula Scheduled	Friday and Saturday / 10:00 AM arly	
Total times aire regularly sched time		
Length of Progr	am 30 mins	
Age of Target C Audience from	hild 13 years to 16 years	
Describe the educational and informational objective of the program and ho meets the definit of Core Programming.	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 wit life, all combine to help the viewer stand against influences which could hurt him/her or others. This	
Other Matters (15 of 20)	Response	
Program Title	Boomerang	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday / 10:00 AM	
Total times aired at regularly scheduled time	14	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This program is a children's travel program featuring the natural geographic wonders, indigenous cultures, native wildlife and unique adventures of Australia and other surrounding countries as seen and experienced through the eyes of youth. Filmed on location, Boomerang's young hosts share their first hand discoveries by conducting interviews, taking unusual tours, and designing their adventures based on viewers' special requests. Children learn geography, exposure to other cultures and appreciation for the world in which they live. Episode features include meeting the world's oldest dog, exploring Mayan pyramids of southern Mexico, and traveling to a tiny island in the Timor Sea to visit a family who lives there. This program airs on the station's Quaternary digital stream, channel 21.4.

Other Matters (16 of 20)	Response
Program Title	Get Wild at the San Diego Zoo
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 10:30 AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based at the world famous San Diego Zoo and features notable animal experts teaching children the living habits and unique behaviors of wild animals. Episode examples include learning how experts studying adult orangutans learn how they raise their young; and explains the Panda's living patterns. This program airs on the station's Quaternary digital stream, channel 21.4.

Other Matters (17 of 20)	Response
Program Title	Wild World at the San Diego Zoo
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 11:00 AM
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is based at the world famous San Diego Zoo and focuses on showing how zoo enrichment programs help animals initiate natural behavior. This program teaches children about animal behavior and the importance of providing an enriching environment for animals in our care. This program airs on the station's Quaternary digital stream, channel 21.4.

Other Matters (18 of 20)	Response	
Program Title	Heroes Among Us	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Saturday / 11:30 AM		
Total times aired at regularly scheduled time	14		
Length of Program	30 mins		
Age of Target Child Audience from	13 years to 16 years		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features true stories of exceptional men, women and children making a difference across the United States. From highly trained professionals to ordinary citizens selflessly putting themselves in harm's way, the program celebrates the heroes in our nation today while going one step further, and teaches children key response behaviors critical to overcoming every day, unforeseen dangers. Episode examples include: a boy who displays courage and strength in his battle against cancer; a child who saved his entire class from certain catastrophe when a bus driver slipped into unconsciousness; dogs who bring joy to the mentally challenged; and, scouts who rally to save a hiker who falls from a mountaintop. This program airs on the station's Quaternary digital stream, channel 21.4.		

Other Matters (19 of 20)	Response
Program Title	Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	60 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 close-up exploration into the world of wild animals living around the world. There is a special focus on the importance of habitat conservation as well as an emphasis on protecting endangered species which teaches children care and stewardship of the planet. Episode examples include: how humans have affected the tiger and elephant in India; how polar bears depend on their delicate habitat; and, how North American lynx only exist in one continent and are known to be one of the most reclusive animals in the world. This program airs on the station's Quaternary digital stream, channel 21.4.
Other Matters (20 of 20)	Response

Program Title

Killer Instinct

Origination	Syndicated
Days/Times	Sunday / 11:00 AM
Program	
Regularly	
Scheduled	
Total times aired	13
at regularly	
scheduled time	
Length of Program	60 mins
Age of Target	13 years to 16 years
Child Audience	
from	
Describe the	This program provides an in-depth understanding of wild animals from the unique viewpoint of
educational and	Australian animal expert Rob Bredl who is known as the "Barefoot Bushman". Rob uses his skills to
informational	better understand the predatory behavior of the deadliest creatures. Children will learn an appreciation
objective of the	for the Australian continent with its unique and diverse wildlife, and a respect for the predator in nature
program and how	Animals featured include: feisty, cranky, wild Marsupial Carnivores; Box Jellyfish, Irukandji and
it meets the	Stonefish; and, the giant Amethystine python. This program airs on the station's Quaternary digital
	stream, channel 21.4.
definition of Core	Stream, chamer 21.4.

Certification	Question	Response
	 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. FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID 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. 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). 	
	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.	Jamelah A Barich Children's Programming Liaison
		07/10/2017

Attachments No Attachments.