



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023159734** | File Number: **0000051761** | Submit Date: **04/10/2018** | Call Sign: **WWMB** | Facility ID: **3133** | City:  
**FLORENCE** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/10/2018** | Filing Status: **Active**

Report reflects information for : First Quarter of 2018

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
HSB 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  
(1)

Contact Name	Address	Phone	Email	Contact Type
Colby M May , Esq . <i>Attorney</i>	PO Box 15473 WASHINGTON, DC	+1 (202) 544- 5171	cmmay@maylawoffices. com	Legal Representative
COLBY M. MAY, ESQ., P. C.	20003 United States			

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	504.0
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:	9.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core  
Programs(19)

Digital Core Program (1 of 19)	Response
Program Title	The Dog Whisperer with Cesar Millan: 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
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 (2 of 19)	Response
Program Title	This Old House: Trade School
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:00 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	
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 celebration of craftsmanship, vocational education, and excellence in the field of home improvement. This program follows two residential construction projects and will offer children insight into master building methods and disciplines through step-by-step instructions demonstrated by the industry's leaders. This program will explore everything from architecture, engineering and carpentry to plumbing, masonry and landscape design. Children will learn about vocational and trade careers from trade experts and skilled craftspersons as they renovate and restore homes. This program airs on the station's Primary digital stream, 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 19)</b>	
	Response
Program Title	Chicken Soup for the Soul's Hidden Heroes
Origination	Network
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
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program shows everyday people, regardless of age, sex, occupation or education, stepping forward and acting in a socially responsible and moral fashion when faced with crises and moral dilemmas. In a candid camera-type format, individuals are placed in situations that cause them to demonstrate acts of kindness and generosity, stand up for diversity, shield others from bullies, and embrace friendships. The program also includes segments that focus on overcoming ones fears, as well as rewarding individuals for their unselfish kindness and community service. The program encourages children to increase their sensitivity and awareness in order to refine their own moral compass. This program airs on the station's Primary digital stream, 21.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 19)	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	12
Total times aired	12
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 (5 of 19)		Response
Program Title		Dog Tales
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday / 1:00PM
Total times aired at regularly scheduled time		8
Total times aired		12
Number of Preemptions		4
Number of Preemptions for other than Breaking News		4
Number of Preemptions Rescheduled		4
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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 Preemption Programs #1

Questions	Response
Title of Program	Dog Tales
List date and time rescheduled	01/21/2018 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	2018-01-21
Episode #	
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Dog Tales
List date and time rescheduled	02/03/2018 11:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-02-04
Episode #	
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Dog Tales
List date and time rescheduled	02/11/2018 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	2018-02-11
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Dog Tales
List date and time rescheduled	02/18/2018 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	2018-02-18
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 19)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 1:30PM
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	4
Number of Preemptions for other than Breaking News	4
Number of Preemptions Rescheduled	4
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	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

Digital Preemption Programs #1

Questions	Response
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Title of Program	Real Life 101
List date and time rescheduled	01/21/2018 03:30 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	2018-01-21
Episode #	
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	02/03/2018 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-02-04
Episode #	
Reason for Preemption	Sports

#### Digital Preemption Programs #3

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	02/11/2018 04:00 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-02-11
Episode #	
Reason for Preemption	Sports

#### Digital Preemption Programs #4

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	02/18/2018 04:00 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-02-18
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 19)		Response
Program Title	America's Heartland	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday / 2:00 PM	
Total times aired at regularly scheduled time	10	
Total times aired	13	
Number of Preemptions	3	
Number of Preemptions for other than Breaking News	3	
Number of Preemptions Rescheduled	3	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>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.</p>	
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	01/14/2018 03:00 PM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-01-13
Episode #	
Reason for Preemption	Sports

**Digital Preemption Programs #2**

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	02/11/2018 03:00 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-02-11
Episode #	
Reason for Preemption	Sports

**Digital Preemption Programs #3**

Questions	Response
Title of Program	America's Heartland
List date and time rescheduled	03/04/2018 03:00 PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2018-03-03
Episode #	
Reason for Preemption	Sports

Digital Core Program (8 of 19)		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 19)	Response
Program Title	This Old House: Trade School
Origination	Network
Days/Times Program Regularly Scheduled	Satuday / 10:00 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 is a celebration of craftsmanship, vocational education, and excellence in the field of home improvement. This program follows two residential construction projects and will offer children insight into master building methods and disciplines through step-by-step instructions demonstrated by the industry's leaders. This program will explore everything from architecture, engineering and carpentry to plumbing, masonry and landscape design. Children will learn about vocational and trade careers from trade experts and skilled craftspersons as they renovate and restore homes. 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 (10 of 19)	Response
Program Title	Chicken Soup for the Soul's Hidden Heroes
Origination	Network
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

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program shows everyday people, regardless of age, sex, occupation or education, stepping forward and acting in a socially responsible and moral fashion when faced with crises and moral dilemmas. In a candid camera-type format, individuals are placed in situations that cause them to demonstrate acts of kindness and generosity, stand up for diversity, shield others from bullies, and embrace friendships. The program also includes segments that focus on overcoming ones fears, as well as rewarding individuals for their unselfish kindness and community service. The program encourages children to increase their sensitivity and awareness in order to refine their own moral compass. 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 19) Response	
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 11:00 AM & 12:00 PM
Total times aired at regularly scheduled time	24
Total times aired	24
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
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Digital Core Program (12 of 19)	Response
Program Title	Dragonfly
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 11:30 AM & 12:30 PM
Total times aired at regularly scheduled time	24
Total times aired	24
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 children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. 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 19)		Response
Program Title	Future Phenoms	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sunday / 1:00 PM	
Total times aired at regularly scheduled time	12	
Total times aired	12	
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.	Hosted by Pat Summerall, this program takes viewers coast-to-coast and in-depth with the brightest young athletes in sports. The series profiles high school athletes who have overcome personal adversity to pursue their dreams. The athletes are recognized for their classroom achievements, as well as their contributions in extracurricular activities. The importance of dedication, discipline, commitment to academics, and community involvement are spotlighted as part of the athletes' success. The stories strive to inspire viewers to pursue knowledge and a healthy, active lifestyle, despite any personal difficulties. 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 19)		Response
Program Title	Sports Stars of Tomorrow	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Sunday / 1:30 PM
Total times aired at regularly scheduled time	12
Total times aired	12
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 (15 of 19)		Response
Program Title		Sports Lab
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday / 10:00 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 a wide range of sports, helping children gain a better understanding of many sports and the scientific elements at work in each sporting activity. Whether it's hitting a baseball to determine its acceleration off a bat or why a certain technique increases running speed, this programs looks into the science involved within the sport. Episode examples include explaining the science of soccer, horse dressage, track, tennis, cricket and trampoline. This program airs in the station's Quaternary digital stream, 21.4.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 19)		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		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 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 19)	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	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 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 19)	Response
Program Title	The Re-Inventors
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 11:30 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 follows hosts Matt Hunter and Jeremy MacPherson as they take original patent designs from history's lost inventions and build them, test them, and try to make them work. From a snow annihilator from the 1930s to a Chinese dragon rocket over 600 years old to a solar powered crematorium, Matt and Jeremy take viewers through the strange and entertaining world of invention. Each episode introduces children to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. 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 19)	Response
Program Title	Uncaged
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 10:00 AM and 10:30 AM
Total times aired at regularly scheduled time	24
Total times aired	24
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 explores all types of wild animals in their own environment and how they survive. Children learn about and develop a respect for animals within their natural habitat and learn why some animals may be on their way to extinction. Each episode provides detailed explanations of different animal species and helps children understand the animals' daily lives. This program airs in the station's Quaternary digital stream, 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 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.	We conduct regular station tours for schools and community groups, visit schools, community centers, fairs and festivals, and accommodate interns in News, Sales, and our Creative Department as part of their college requirements. See News Ascertainment. We donate airtime for Public Service Announcements and Community Events. We allow the amateur radio community to use tower space, helping during times of disaster and severe weather by relaying National Weather Service information. WWMB is an ongoing sponsor of - 2 Live Beyond, All 4-Paws Animal rescue, American Red Cross, American Cancer Society, American Heart Association, Backpack Buddies Smart Snacks Program, Boys and Girls Club, Breast Cancer Awareness, Catholic Charities, Champion Autism Network, Children's Museum of South Carolina, Children's Recovery Center, Coastal Animal Rescue, Conway Medical Center, Florence County Disabilities Foundation, Florence Hospital System, Freedom Readers, Gene Ho Victory Junction, Goodwill Industries, Grand Strand Humane Society, Ground Zero, Habitat for Humanity, Heroin Coalition, Horry County Early College High School, Horry County Literacy Council, Jefferson Awards Foundation, Kind Keepers, March of Dimes, Miss Ruby's Kids, Naomi Project, Reggie Sanders Foundation, Rivertown Bluegrass Society, Rotary Club, Salvation Army, Savannah's Playground, Save-R-Cats, Solid Waste Authority, SOS Health Care Inc, South Carolina Department of Health, South Carolina Department of Natural Resources, South Carolina Department of Safety, Tidelands Health Foundation, Toys for Tots, UNCF, United Way of Horry County, Waccamaw Riverkeepers, Walk to End Alzheimer's, The Wounded Warriors Project, and Yes Every Child.

Other Matters (19)

Other Matters (1 of 19)	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 Primary digital stream, channel 21.1.

Other Matters (2 of 19)	Response
Program Title	This Old House: Trade School
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 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 is a celebration of craftsmanship, vocational education, and excellence in the field of home improvement. This program follows two residential construction projects and will offer children insight into master building methods and disciplines through step-by-step instructions demonstrated by the industry's leaders. This program will explore everything from architecture, engineering and carpentry to plumbing, masonry and landscape design. Children will learn about vocational and trade careers from trade experts and skilled craftspersons as they renovate and restore homes. This program airs on the station's Primary digital stream, channel 21.1.

Other Matters (3 of 19)	Response
Program Title	Chicken Soup for the Soul's Hidden Heroes

Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30 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 shows everyday people, regardless of age, sex, occupation or education, stepping forward and acting in a socially responsible and moral fashion when faced with crises and moral dilemmas. In a candid camera-type format, individuals are placed in situations that cause them to demonstrate acts of kindness and generosity, stand up for diversity, shield others from bullies, and embrace friendships. The program also includes segments that focus on overcoming ones fears, as well as rewarding individuals for their unselfish kindness and community service. The program encourages children to increase their sensitivity and awareness in order to refine their own moral compass. This program airs on the station's Primary digital stream, channel 21.1.

Other Matters (4 of 19)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
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.	<p>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.</p> <p>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.</p>
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Other Matters (5 of 19)	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.	<p>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.</p>

Other Matters (6 of 19)	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.	<p>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.</p>

Other Matters (7 of 19)		Response
Program Title	America's Heartland	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 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 (8 of 19)		
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.	
Other Matters (9 of 19)		
	Response	

Program Title	This Old House: Trade School
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 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 is a celebration of craftsmanship, vocational education, and excellence in the field of home improvement. This program follows two residential construction projects and will offer children insight into master building methods and disciplines through step-by-step instructions demonstrated by the industry's leaders. This program will explore everything from architecture, engineering and carpentry to plumbing, masonry and landscape design. Children will learn about vocational and trade careers from trade experts and skilled craftspersons as they renovate and restore homes. This program airs on the station's Primary digital stream, channel 21.1.

Other Matters (10 of 19)	Response
Program Title	Chicken Soup for the Soul's Hidden Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 10:30 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 shows everyday people, regardless of age, sex, occupation or education, stepping forward and acting in a socially responsible and moral fashion when faced with crises and moral dilemmas. In a candid camera-type format, individuals are placed in situations that cause them to demonstrate acts of kindness and generosity, stand up for diversity, shield others from bullies, and embrace friendships. The program also includes segments that focus on overcoming ones fears, as well as rewarding individuals for their unselfish kindness and community service. The program encourages children to increase their sensitivity and awareness in order to refine their own moral compass. This program airs on the station's Primary digital stream, channel 21.1.

Other Matters (11 of 19)		Response
Program Title		Real Winning Edge
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday / 11:00 AM & 12:00 PM
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.
Other Matters (12 of 19)		Response
Program Title		Dragonfly
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday / 11:30 AM & 12:30 PM
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 children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program airs on the station's Tertiary digital stream, channel 21.3
Other Matters (13 of 19)		Response
Program Title		Future Phenoms



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.	Hosted by Pat Summerall, this program takes viewers coast-to-coast and in-depth with the brightest young athletes in sports. The series profiles high school athletes who have overcome personal adversity to pursue their dreams. The athletes are recognized for their classroom achievements, as well as their contributions in extracurricular activities. The importance of dedication, discipline, commitment to academics, and community involvement are spotlighted as part of the athletes' success. The stories strive to inspire viewers to pursue knowledge and a healthy, active lifestyle, despite any personal difficulties. This program airs on the station's Tertiary digital stream, channel 21.3

Other Matters (14 of 19)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 1:30 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.	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.

Other Matters (15 of 19)	Response
Program Title	Sports Lab
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 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 showcases a wide range of sports, helping children gain a better understanding of many sports and the scientific elements at work in each sporting activity. Whether it's hitting a baseball to determine its acceleration off a bat or why a certain technique increases running speed, this programs looks into the science involved within the sport. Episode examples include explaining the science behind soccer, horse dressage, track, tennis, cricket and trampoline. This program airs on the station's Quaternary digital stream, channel 21.4.
Other Matters (16 of 19)	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	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 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 19)	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	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 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.
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Other Matters (18 of 19)	Response
Program Title	The Re-Inventors
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday / 11:30 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 follows hosts Matt Hunter and Jeremy MacPherson as they take original patent designs from history's lost inventions and build them, test them, and try to make them work. From a snow annihilator from the 1930s to a Chinese dragon rocket over 600 years old to a solar powered crematorium, Matt and Jeremy take viewers through the strange and entertaining world of invention. Each episode introduces children to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. This program airs on the station's Quaternary digital stream, channel 21.4.

Other Matters (19 of 19)	Response
Program Title	Uncaged
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday / 10:00 AM & 10:30 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 explores all types of wild animals in their own environment and how they survive. Children learn about and develop a respect for animals within their natural habitat and learn why some animals may be on their way to extinction. Each episode provides detailed explanations of different animal species and helps children understand the animals' daily lives. This program airs on the station's Quaternary digital stream, channel 21.4.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
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><b>Jamelah A Barich</b> <i>Children's Programming Liaison</i></p> <p>04/10/2018</p>

**Attachments**

No Attachments.