



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002538445** | File Number: **0000085347** | Submit Date: **10/09/2019** | Call Sign: **WCWG** | Facility ID: **35385** | City:
LEXINGTON | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/09/2019 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2019

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 |
|---|---|-------------------|------------------------|----------------|
| HEARST PROPERTIES INC. Doing Business As: HEARST PROPERTIES INC. | P.O. BOX 1800 RALEIGH, NC 27602 United States | +1 (919) 839-0300 | MPRAK@BROOKSPIERCE.COM | Company |

Contact
Representatives
(1)

| Contact Name | Address | Phone | Email | Contact Type |
|--|---|-------------------|--------------------------|----------------------|
| Coe W. Ramsey Brooks, Pierce et al. | 150 Fayetteville Street Suite 1700 Raleigh, NC 27601 United States | +1 (919) 839-0300 | cramsey@brookspierce.com | Legal Representative |

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|--------------------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | CW/BounceTV |
| | Nielsen DMA | Greensboro-H.Point-W. Salem |
| | Web Home Page Address | www.triad20.com |

Digital Core
Programming

| Question | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream | 3.5 |
| 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 | 168.0 |
| 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: | 3.0 |
| 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(11)

| Digital Core Program (1 of 11) | | Response |
|---|---|----------|
| Program Title | The Wildlife Docs | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturday 11:30am (Main Digital) | |
| Total times aired at regularly scheduled time | 11 | |
| Total times aired | 11 | |
| Number of Preemptions | 0 | |
| Number of Preemptions for other than Breaking News | 0 | |
| Number of Preemptions Rescheduled | 0 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 13 years to 16 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The half-hour weekly series, The Wildlife Docs, produced for children ages 13 to 16, follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and informational program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our veterinary team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care. Main Digital Channel. | |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes | |

| Digital Core Program (2 of 11) | | Response |
|---|---------------------------------|----------|
| Program Title | Did I Mention Invention? | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturday 10:30am (Main Digital) | |

| | |
|--|---|
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| 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. | Did I Mention Invention? is a live-action, half-hour television program designed to meet the educational and informational needs of children ages 13 to 16. Hosted by Alie Ward, Did I Mention Invention? brings viewers fascinating stories of invention while shining a light on everyday innovators. With each episode, Alie will present reports of human ingenuity and inspiration from around the United States and, in some cases, around the world. Viewers will learn about innovators young and old, what it takes to bring their vision to life, and little known facts about the history and process of invention and innovation. Did I Mention Invention? will ignite a spark within the hearts and minds of audiences, encouraging viewers to try their own hand at creating something new. Main Digital Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (3 of 11) | Response |
|--|----------------------------------|
| Program Title | Ready, Set, Pet |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 11:00 am (Main Digital) |

| | |
|--|---|
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| 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. | Ready, Set, Pet is a live-action, half-hour television program designed to meet the educational and informational needs of children ages 13 to 16. Hosted by Phil Torres, this series will educate and inform teens and their families about pet adoption, responsible pet ownership, and the importance of a green space for pets. Each episode, Phil will guide a family through the pet adoption process after a careful look at their unique situation to help them make an informed decision in finding the right pet for their lifestyle. While the family visits local shelters and rescues, experts revitalize their outdoor space to make a safe and eco-friendly home for their new pet. In the end, viewers will see family members overcome their disagreements and make the tough decision on which pet will join the family. Ready, Set, Pet will teach viewers that thoughtful preparation is key when learning to care for an animal's needs. Main Digital Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (4 of 11) | Response |
|--|---------------------------------|
| Program Title | Welcome Home |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 9:30 am (Main Digital) |

| | |
|--|---|
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| 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. | Welcome Home is a live-action, half-hour television program designed to meet the educational and informational needs of children ages 13 to 16. Hosts Rob and Treger Strasberg run a nonprofit dedicated to helping deserving families in transition by turning their house into a home and changing lives along the way. Each episode, we meet a family emerging from difficult circumstances as they finally move into a new living space to call their own. To help the family with their fresh start, Treger, Rob, and a dedicated team of designers and volunteers will transform the family's bare house into a warm home by using goods and services donated by people in the community. The new home will provide much needed stability to meet the family's specific needs, stimulate their interests, and promote their goals. Welcome Home will teach viewers the importance of giving back in their communities, to never give up when faced with a tough situation, and gratitude for the basic living necessities that we often take for granted. Main Digital Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 11) | |
|--|-------------------------------------|
| | Response |
| Program Title | Game Changers |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday 10:00am (Multicast - Bounce) |

| | |
|--|---|
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| 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. | Produced for children ages 13 to 16, this series highlights athletes and fans who give back to their communities and make life better for so many. Game Changers, hosted by Kevin Frazier, takes viewers behind the scenes with professional athletes who use their public image to make positive changes in the lives of people in need. Young reporters seek their stories from the field and bring back journalistic gold to the Game Changers studios to culminate in reflection and insight from the host. Whether on or off the field, Game Changers takes an inspirational and educational look at how sports positively impact individuals and the communities they serve. Multicast Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 11) | Response |
|---|-------------------------------------|
| Program Title | Game Changers |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sunday 10:30am (Multicast - Bounce) |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| 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. | Produced for children ages 13 to 16, this series highlights athletes and fans who give back to their communities and make life better for so many. Game Changers, hosted by Kevin Frazier, takes viewers behind the scenes with professional athletes who use their public image to make positive changes in the lives of people in need. Young reporters seek their stories from the field and bring back journalistic gold to the Game Changers studios to culminate in reflection and insight from the host. Whether on or off the field, Game Changers takes an inspirational and educational look at how sports positively impact individuals and the communities they serve. Multicast Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (7 of 11) | Response |
|--|--------------------------------|
| Program Title | This Old House: Trade School |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 9:00am (Main Digital) |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| 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. | Produced for viewers ages 13-16, This Old House: Trade School is a celebration of vocational education in the field of home improvement. Hosted by Kevin O'Conner, This Old House: Trade School is an informative series that follows two residential construction projects from beginning to end. Each week, audiences will learn step-by-step instructions in various building methods and disciplines such as architecture, engineering, carpentry, plumbing, masonry, landscaping design, construction and many more. The show will also teach viewers about the tricks of the trade, first-hand from industry experts and professionals, as they renovate and restore entire homes. Main Digital Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 11) | Response |
|--|---------------------------------|
| Program Title | Teen Kids News |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 12:00pm (Main Digital) |
| Total times aired at regularly scheduled time | 11 |
| Total times aired | 11 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | 0 |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |

| | |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has a great appeal to kids who identify with and emulate them. This program will serve the audience in a way that will make a difference in its viewers' lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news that is not currently available on network television. Emphasis is on diversity and experience to develop a cast of engaging and intelligent African-American, Hispanic, Asian, and Caucasian male and female child actors who interact with each other and connect to the viewers. Main Digital Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 11) | | Response |
|--|--|--|
| Program Title | | Chicken Soup for the Soul's Hidden Heroes |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Saturday 10:00am (Main Digital) |
| Total times aired at regularly scheduled time | | 11 |
| Total times aired | | 11 |
| 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. | | Chicken Soup for the Soul's Hidden Heroes, hosted by Brooke Burke-Charvet, is a television series developed for teens in which each episode reveals everyday people showing compassion and kindness towards strangers simply out of the goodness of their hearts. They are not looking for recognition, but we believe their amazing stories deserve to be told. Viewers will learn that volunteering, philanthropy, and giving back to the community are within everyone's reach. Main Digital Channel. |

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|--|-----|
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |
|--|-----|

| Digital Core Program (10 of 11) | Response |
|--|---|
| Program Title | Animal Tails |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 10:00am and 10:30am (Multicast - Bounce) |
| Total times aired at regularly scheduled time | 22 |
| Total times aired | 22 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | 0 |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Tails is a half-hour educational, studio based variety show for children ages 13 to 16 years of age. This weekly series highlights various features of the animal kingdom, from household pets to exotic wildlife. Animal lovers of all ages learn about the different creatures of our planet on this informative yet entertaining program. Hosted by comedian Mark Curry, Animal Tails explores and investigates animals of all sizes from all sorts of locations. From uncovering the unique ways different animals communicate with each other to discovering how police teams train their canine partners, Animal Tails provides a unique and educational experience for children and their parents. Multicast Channel. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 11) | Response |
|--|--|
| Program Title | Everyday Health |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 11:00am and 11:30am (Multicast - Bounce) |
| Total times aired at regularly scheduled time | 22 |
| Total times aired | 22 |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | 0 |
| Number of Preemptions Rescheduled | 0 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | In this weekly half-hour series developed and produced to educate and inform viewers ages 13 to 16, our hosts scan the country, in search of those who "pay it forward" to promote health and wellness. The remarkable people who viewers meet are referred to as agents of change, special individuals who are making big changes in peoples lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are paying it forward, with goodwill and new ideas that will inspire other teens to take action. Multicast Channel. |
| 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 | Lisa Eldridge |
| Address | 700 Coliseum Drive |
| City | Winston-Salem |
| State | NC |
| Zip | 27106 |
| Telephone Number | (336) 703-6313 |
| Email Address | leldridge@hearst.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. | |

Other Matters (1)

| Other Matters (1 of 1) | Response |
|--|---------------------|
| Program Title | NA |
| Origination | Local |
| Days/Times Program Regularly Scheduled | NA |
| Total times aired at regularly scheduled time | 0 |
| Length of Program | 0 mins |
| Age of Target Child Audience from | 2 years to 13 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | |

Certification

| Question | Response |
|--|---|
| <p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p> | |
| <p>I certify that this application includes all required and relevant attachments.</p> | <p>Yes</p> |
| <p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p> | <p>Michelle Butt <i>General Manager</i></p> <p>10/09 /2019</p> |

Attachments

No Attachments.