



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003761905** | File Number: **0000083745** | Submit Date: **10/02/2019** | Call Sign: **WYBE-CD** | Facility ID: **40211** |  
City: **PINEHURST** | State: **NC**  
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/02/2019** |  
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 |
|---|--|-------------------|----------------------------|----------------|
| MULTIMEDIA NETWORK OF NC, INC<br>Doing Business As: MULTIMEDIA NETWORK OF NC, INC | Dr.Mark Evans<br>110 TORREY PINES LANE<br>PINEHURST, NC 28374<br>United States | +1 (910) 215-5686 | markmywords@embarqmail.com | Company        |

Contact  
Representatives  
(2)

| Contact Name  | Address  | Phone                | Email                          | Contact Type                |
|---|--|----------------------|--------------------------------|-----------------------------|
| <b>Mark Evans , Ph.D. .</b><br><i>President</i><br>Multimedia Network of North<br>Carolina, Inc. (Licensee) | 110 TORREY PINES<br>LANE<br>PINEHURST, NC<br>28374<br>United States  | +1 (910)<br>215-5686 | MARKMYWORDS@EMBARQMAIL.<br>COM | Legal<br>Representative     |
| <b>TIMOTHY Z. SAWYER</b><br><i>CONSULTING ENGINEER</i><br>T.Z. Sawyer Technical<br>Consultants              | Timothy Z. Sawyer<br>2130 Hutchison<br>Grove Court, Suite<br>100<br>Falls Church, VA<br>22043<br>United States | +1 (703)<br>848-2130 | info@tzsawyer.com              | Technical<br>Representative |

Children's  
Television  
Information

| Section      | Question              | Response                      |
|--------------|-----------------------|-------------------------------|
| Station Type | Station Type          | Independent                   |
|              | Affiliated network    |                               |
|              | Nielsen DMA           | Raleigh-Durham (Fayetteville) |
|              | 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  | 19.6     |
| 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  | 0.0      |
| 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:  | 0.0      |
| 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(7)

| Digital Core<br>Program (1 of 7)  | Response   |
|---|--|
| Program Title   | Mark My Words  |
| Origination   | Local  |
| Days/Times<br>Program Regularly<br>Scheduled  | M-F, 7:00 a.m.,7:30 a.m., 5:00 pm., 5:30 p.m.  |
| Total times aired at<br>regularly<br>scheduled time   | 260  |
| Total times aired   | 260  |
| Number of<br>Preemptions  | 0  |
| Number of<br>Preemptions for<br>other than<br>Breaking News   | 0  |
| Number of<br>Preemptions<br>Rescheduled   | 0  |
| Length of Program   | 30 mins  |
| Age of Target<br>Child Audience   | 12 years to 16 years   |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how it<br>meets the<br>definition of Core<br>Programming. | Mark!My Words is an educational information program which introduces young audiences to the arts, literature, and culture. Programs deal with a wide range of subjects. Recent shows explored topics from opera to jazz. Middle school and high school students have thus an opportunity to learn about subjects ranging from the visual arts to current events.These are subjects which are rarely presented on television for the benefit of young audiences. WYBE-CD airs episodes of Mark! My Words during the day so that they are available to children in the targeted age group. |
| Does the Licensee<br>identify the<br>program by<br>displaying<br>throughout the<br>program the<br>symbol E/I?                                 | Yes  |

| Digital Core Program (2 of 7)                 | Response                          |
|---|-----------------------------------|
| Program Title                                 | Real Life 101                     |
| Origination                                   | Network                           |
| Days/Times Program Regularly Scheduled        | Saturday 10:30 a.m. and 7:00 p.m. |
| Total times aired at regularly scheduled time | 25                                |
| Total times aired                             | 25                                |
| 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   | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Real Life 101 asks young viewers, "What Do You Want to Be When You Grow Up?"This program can help regardless of whether they want to be a cowboy, astronaut, ballerina, or fireman. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I?                             | Yes   |

| Digital Core Program (3 of 7)  | Response   |
|--|--|
| Program Title  | Awesome Adventures   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday 12-p.m. Sunday 2:00 p.m., Tuesday 8:00 a.m.   |
| Total times aired at regularly scheduled time  | 39   |
| 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   | 12 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Awesome Adventures is an adventure/travel series which takes teens on journeys around the world to experience a wide range of destinations and diverse activities. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (4 of 7)                      | Response                            |
|--|-------------------------------------|
| Program Title                                      | Walking Wild                        |
| Origination  | Syndicated                          |
| Days/Times Program Regularly Scheduled             | Sat. 9:30 a.m., Wednesday 8:00 a.m. |
| Total times aired at regularly scheduled time      | 26                                  |
| 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   | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Walking Wild- This program presents a weekly half-hour series that explores all types of wild animals and their habitats. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

| Digital Core Program (5 of 7)  | Response   |
|--|--|
| Program Title  | Wild Wonders   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sun 9:30 a.m., Wednesday 8:30 a.m.   |
| Total times aired at regularly scheduled time  | 26   |
| 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   | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wild Wonders explores all types of animals and their habitat at the San Diego Zoo. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (6 of 7)  | Response   |
|--|--|
| Program Title  | Animal Science   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday 10:00 a.m., Sunday 10:00 a.m., 2:30 p.m.                            |
| Total times aired at regularly scheduled time  | 52   |
| 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   | 12 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Science explains the science behind animal behavior to young viewers. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (7 of 7)  | Response   |
|--|--|
| Program Title  | Think Big  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday 12:30 p.m., 7:30p.m.,Monday, 8:30 a.m.  |
| Total times aired at regularly scheduled time  | 40   |
| Total times aired  | 40   |
| 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. | Think Big presents teen inventors and teaches young teenagers the benefits of science, technology, and entrepreneurship. |
| 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  | Mark Evans, Ph.D.   |
| Address   | 110 Torrey Pines Lane   |
| City  | Pinehurst   |
| State   | NC  |
| Zip   | 28374   |
| Telephone Number  | (910) 215-5686  |
| Email Address   | markmywords@embarqmail.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. | During the 2nd quarter of 2015, WYBE-CD (formerly WYBE-CA) converted the station's broadcast signal from analog to digital. Our license to cover application was filed on May 12, 2015 and was granted by the FCC. The station has single broadcast stream and because we switched immediately from analog to digital, we were never broadcasting more than one stream. Several questions on this form are worded to accommodate stations broadcasting simultaneously in analog and digital streams. We have never done so. So questions 7(a-b-c,) 8 (a-b) and 11 are not applicable to our situation. We could not answer questions regarding our "second stream" because we have never had one. WYBE-CD is consistently dedicated to presenting cultural programming which is rarely broadcast on any commercial television station. This programming receives enthusiastic support from the local community, especially as it introduces classical music to young audiences. |

Other Matters (7)

| Other Matters (1 of 7)   | Response   |
|--|--|
| Program Title  | Mark My Words  |
| Origination  | Local  |
| Days/Times Program Regularly Scheduled   | M-F, 7:00 a.m.,7:30 a.m., 5:00 pm., 5:30 p.m.  |
| Total times aired at regularly scheduled time  | 264  |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 12 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Mark!My Words is an educational information program which introduces young audiences to the arts, literature, and culture. Programs deal with a wide range of subjects. Recent shows explored topics from opera to jazz. Middle school and high school students have thus an opportunity to learn about subjects ranging from the visual arts to current events.These are subjects which are rarely presented on television for the benefit of young audiences. WYBE-CD airs episodes of Mark! My Words during the day so that they are available to children in the targeted age group. |

| Other Matters (2 of 7)   | Response  |
|--|---|
| Program Title  | Real Life 101   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | Saturday 10:30 a.m. 7:00 p.m.   |
| Total times aired at regularly scheduled time  | 26  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Real Life 101 asks young viewers, "What Do You Want to Be When You Grow Up?"This program can help regardless of whether they want to be a cowboy, astronaut, ballerina, or fireman. |

| Other Matters (3 of 7)   | Response   |
|--|--|
| Program Title  | Awesome Adventures   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday 12 p.m., Sunday 2:00 p.m Wednesday 8:00 a.m.  |
| Total times aired at regularly scheduled time  | 40   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 12 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Awesome Adventures is an adventure/travel series which takes teens on journeys around the world to experience a wide range of destinations and diverse activities. |

| Other Matters (4 of 7) | Response |
|------------------------|----------|
|------------------------|----------|

|  |   |
|--|---|
| Program Title  | Walking Wild  |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | Saturday 9:30 a.m., Wednesday 8:00 a.m.   |
| Total times aired at regularly scheduled time  | 26  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 7 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Walking Wild- This program presents a weekly half-hour series that explores all types of wild animals and their habitats. |

| Other Matters (5 of 7)   | Response   |
|--|--|
| Program Title  | Wild Wonders   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Sunday 9:30 a.m. Wednesday , 8:30 a.m.   |
| Total times aired at regularly scheduled time  | 26   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 7 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wild Wonders explores all types of animals and their habitat at the San Diego Zoo. |

| Other Matters (6 of 7)   | Response   |
|--|--|
| Program Title  | Animal Science   |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday 1:00 p.m., Sunday 10:00 a.m., 2:30 p.m., Tuesday, 8:30 a.m. |
| Total times aired at regularly scheduled time  | 54   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 12 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program teaches the science of animal behavior.                 |

| Other Matters (7 of 7)   | Response   |
|--|--|
| Program Title  | Think Big  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | Saturday, 12:30 p.m., 7:30 p.m., Monday, 8:30 a.m.   |
| Total times aired at regularly scheduled time  | 39   |
| 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. | Think Big presents teen inventors and teaches young teenagers the benefits of science, technology, and entrepreneurship. |

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> |  |
| <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><b>Mark Evans , PhD .</b><br/><i>President Multimedia Network of NC Inc</i></p> <p>10/02/2019</p> |

**Attachments**

No Attachments.