



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023159734** | File Number: **0000134841** | Submit Date: **02/01/2021** | Call Sign: **WWMB** | Facility ID: **3133** | City:
FLORENCE | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
02/01/2021 | Filing Status: **Active**

Report reflects information for year 2020

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
HSB MYRTLE BEACH (WWMB) LICENSEE, LLC	ARMSTRONG WILLIAMS 201 MASSACHUSETTS AVENUE NE Suite C-1 WASHINGTON, DC 20002 United States	+1 (202) 546- 5400	arightside@aol. com	Company

Contact
Representatives
(3)

Contact Name	Address	Phone	Email	Contact Type
Paul A Cicelski <i>Legal Counsel</i> Lerman Senter PLLC	2001 L Street, NW, Suite 400 Washington, DC 20036 United States	+1 (202) 416-6756	pcicelski@lermansenter.com	Legal Representative
John E. Hidle , PE . <i>Consulting Engineer</i> Carl T. Jones corporation	John E. Hidle, PE 7901 Yarnwood Court Springfield, VA 22153 United States	+1 (703) 569-7704	jhidle@ctjc.com	Technical Representative
Colby M. May , Esq . <i>Attorney</i> COLBY M. MAY, ESQ., P.C.	PO Box 15473 WASHINGTON, DC 20003 United States	+1 (202) 544-5171	cmmay@maylawoffices.com	Legal Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Myrtle Beach-Florence
	Web Home Page Address	

Digital Core
Programming

Question	Response
Indicate which of the Core Programming safe harbor processing guidelines the station elected to utilize during the covered reporting period to demonstrate compliance with the Children's Television Act of 1990 (See 47 CFR Section 73.671(d))	Category A, Option 1: Three-hours per week (as averaged over a six-month period) of Core Programming
State the total number of hours of regularly scheduled weekly Core Programming broadcast per quarter by the station on its main program stream	Q1: 36.0 Q2: 35.5 Q3: 35.5 Q4: 36.0
State the total number of hours of regularly scheduled weekly Core Programming broadcast per quarter by the station on a multicast stream	Q1: 0.0 Q2: 0.0 Q3: 0.0 Q4: 0.0
Does the Licensee provide information identifying each Core Program aired on its station to publishers of program guides as required by 47 CFR Section 73.673?	Yes

Digital Core
Programs(3)

Digital Core Program (1 of 3)		Response
Title of Program		Did I Mention Invention?
Did each broadcast of the program, including any rescheduled preemptions, occur between 6:00 AM and 10:00 PM?		Yes
Does the program have serving the educational and informational needs of children ages 16 and under as a significant purpose?		Yes
Type of Core Programming		Regularly scheduled weekly program
Total Times Aired		21
State the number of hours the program was aired on the station's main program stream and/or a multicast stream		Main Program Stream Q1: 6.5, Q2: 6.5, Q3: 6.5, Q4: 0.0 Multicast Stream Q1: 0.0, Q2: 0.0, Q3: 0.0, Q4: 0.0
Were any regular scheduled weekly programs preempted		Yes
Number of Preemptions		1
Number of Preemptions Rescheduled		1
Number of Preemptions for Breaking News or Non-Regularly Scheduled Locally Produced Live Programming		1
Length of Program		30 minutes
Age Range of Target Child Audience		13-16
For each broadcast of the program on a commercial or Class A station, did the Licensee identify the program by displaying throughout the program the E/I symbol?		Yes

Digital Preemption Programs #1

Questions	Response
Date Preempted	03/07/2020
Preempted Program Originally Scheduled Air Time	10:30 AM
Preemption Reason	Other (e.g., syndicated or network public affairs, sports, general audience specials, etc.)
Please Specify	High School Basketball
Was the preempted program rescheduled on the same program stream on which it was originally scheduled to air?	Y
List date preempted program was aired (must be seven days before or seven days after the preemption)	03/08/2020
Did the station provide the required on-air notification of the schedule change?	Y

Digital Core Program (2 of 3)		Response
Title of Program		Tails of Valor
Did each broadcast of the program, including any rescheduled preemptions, occur between 6:00 AM and 10:00 PM?		Yes
Does the program have serving the educational and informational needs of children ages 16 and under as a significant purpose?		Yes
Type of Core Programming		Regularly scheduled weekly program
Total Times Aired		7
State the number of hours the program was aired on the station's main program stream and/or a multicast stream		Main Program Stream Q1: 0.0, Q2: 0.0, Q3: 0.0, Q4: 6.5 Multicast Stream Q1: 0.0, Q2: 0.0, Q3: 0.0, Q4: 0.0
Were any regular scheduled weekly programs preempted		Yes
Number of Preemptions		1
Number of Preemptions Rescheduled		1
Number of Preemptions for Breaking News or Non-Regularly Scheduled Locally Produced Live Programming		1
Length of Program		30 minutes
Age Range of Target Child Audience		13-16
For each broadcast of the program on a commercial or Class A station, did the Licensee identify the program by displaying throughout the program the E/I symbol?		Yes

Digital Preemption Programs #1

Questions	Response
Date Preempted	12/12/2020
Preempted Program Originally Scheduled Air Time	10:30 AM
Preemption Reason	Non-Regularly Scheduled Locally Produced Live Programming
Title of Program	local parade

Digital Core Program (3 of 3)		Response
Title of Program		Americas Heartland
Did each broadcast of the program, including any rescheduled preemptions, occur between 6:00 AM and 10:00 PM?		Yes
Does the program have serving the educational and informational needs of children ages 16 and under as a significant purpose?		Yes
Type of Core Programming		Regularly scheduled weekly program

Total Times Aired	48
State the number of hours the program was aired on the station's main program stream and/or a multicast stream	Main Program Stream Q1: 6.0, Q2: 6.0, Q3: 6.5, Q4: 6.0 Multicast Stream Q1: 0.0, Q2: 0.0, Q3: 0.0, Q4: 0.0
Were any regular scheduled weekly programs preempted	Yes
Number of Preemptions	1
Number of Preemptions Rescheduled	1
Number of Preemptions for Breaking News or Non-Regularly Scheduled Locally Produced Live Programming	1
Length of Program	30 minutes
Age Range of Target Child Audience	13-16
For each broadcast of the program on a commercial or Class A station, did the Licensee identify the program by displaying throughout the program the E/I symbol?	Yes

Digital Preemption Programs #1

Questions	Response
Date Preempted	12/12/2020
Preempted Program Originally Scheduled Air Time	11:00 AM
Preemption Reason	Non-Regularly Scheduled Locally Produced Live Programming
Title of Program	local parade

**Sponsored Core
Programming (0)**

**Liaison Contact
/Other Efforts**

Question	Response
Name of children's programming liaison	Anthony Carr
Address	201 Massachusetts ave NE Suite C-1
City	Washington
State	DC
Zip	20002
Telephone Number	(202) 531-8769
Email Address	Anthony@hsh.media

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>Anthony Carr , Jr . <i>Executive VP</i></p> <p>02/01 /2021</p>

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
CW PLUS 1st QTR 2020. FCC 3.16.20.pdf	Applicant	All Purpose		Done with Virus Scan and/or Conversion
CW PLUS 2nd QTR 2020. FCC 6.12.20.pdf	Applicant	All Purpose		Done with Virus Scan and/or Conversion
CW PLUS 3rd QTR 2020. FCC 9.4.20.pdf	Applicant	All Purpose		Done with Virus Scan and/or Conversion
CW PLUS 4th QTR 2020. FCC 12.18.20.pdf	Applicant	All Purpose		Done with Virus Scan and/or Conversion
WWMB2020schedule.pdf	Applicant	All Purpose	CW Schedule	Done with Virus Scan and/or Conversion