



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002900330** | File Number: **CPR-127086** | Submit Date: **01/10/2012** | Call Sign: **WRCB** | Facility ID: **59137** | City:
CHATTANOOGA | State: **TN**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/10/2012 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Chattanooga
	Web Home Page Address	www.wrcbtv.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	4.0
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	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:	5.0
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(17)

Digital Core Program (1 of 17)	Response
Program Title	TURBO DOGS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends - Dash, GT, Clutch, Stinkbert, Strut, and Mags - who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	TURBO DOGS (Main Program Stream 3.1 Only)
List date and time rescheduled	11/26/11, 1:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 / #TDO126
Reason for Preemption	Sports

Digital Core Program (2 of 17)	Response
Program Title	SHELLDON (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:30am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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	SHELLDON (Main Program Stream 3.1 Only)
List date and time rescheduled	11/26/11, 1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 / #SHL010
Reason for Preemption	Sports

Digital Core Program (3 of 17)	Response
Program Title	THE MAGIC SCHOOL BUS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11:00am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.
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	THE MAGIC SCHOOL BUS (Main Program Stream 3.1 Only)
List date and time rescheduled	11/26/11, 2:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 / #MSB413
Reason for Preemption	Sports

Digital Core Program (4 of 17)	Response
Program Title	BABAR (Main Program Stream 3.1 Only)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 11:30am
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and returned with new episodes for the 2009-2010 schedule.
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	BABAR (Main Program Stream 3.1 Only)
List date and time rescheduled	11/27/11, 10:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 / #BAR205
Reason for Preemption	Sports

Digital Core Program (5 of 17)		Response
Program Title	WILLA'S WILD LIFE (Main Program Stream 3.1 Only)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat 12:00pm	
Total times aired at regularly scheduled time	13	
Total times aired	14	
Number of Preemptions	1	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	1	
Length of Program	30 mins	
Age of Target Child Audience	6 years to 10 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.	
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	WILLA'S WILD LIFE (Main Program Stream 3.1 Only)
List date and time rescheduled	11/27/11, 10:30am

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 / #WIL012
Reason for Preemption	Sports

Digital Core Program (6 of 17)	Response
Program Title	PEARLIE (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12:30pm
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	PEARLIE (Main Program Stream 3.1 Only)
List date and time rescheduled	11/27/11, 11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 / #PEA107
Reason for Preemption	Sports

Digital Core Program (7 of 17)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun 11:30am
Total times aired at regularly scheduled time	13
Total times aired	12
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.	ANIMAL EXPLORATION WITH JAROD MILLER -- Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes - there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 17)	Response
Program Title	MUSTARD PANCAKES (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon 8:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example acquiring the tools necessary to help them to be responsible members of society.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 17)	Response
Program Title	WILD AMERICA (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon 8:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILD AMERICA's key educational objective is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Each episode will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals and the interaction of the specific ecology on the survival of the species. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 17)	Response
Program Title	VIRUS ATTACK (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tues 8:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	VIRUS ATTACK is a series that depicts pollution as DNA infected by viruses, which are infecting a city with the sole purpose of destroying it. The three main characters, David, Alice, and George represent the anti-viruses who are trying to help. David has become the power to ward off the evil viruses. His father, Professor Amaldi, has devoted his life to finding a solution to the evil gene of wickedness. It is an interesting metaphor for pollution. The series shows elements of courage, friendship, and problem solving. Although the concept is far-fetched, it brings enough science concepts to make it plausible.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 17)		Response
Program Title		ANGEL'S FRIENDS (Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tues 8:30am
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		ANGEL'S FRIENDS -- Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 17)		Response
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Program Title	PASSPORT TO EXPLORE (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wed 8:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PASSPORT TO EXPLORE takes an atypical approach, since the focus is specifically aimed at the 13-16 year-old set. Teens - the "Young Explorers" - travel the globe in search of exciting and adventure filled places and learn a little something in the process. Not only does the series present geographical and morays about the areas visited, but it aims to enrich children's lives by making them aware of the differences that exist and how enriching those differences can be to their own lives. Each episode provides information related to the specific area visited and gives an educational approach to its history.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 17)		Response
Program Title		BETA RECORDS (Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Wed 8:30am
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA RECORDS TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artists interviews, tutorials and how-to's, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 17)		Response
Program Title		ANIMAL ATLAS (Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thu 8:00am
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		ANIMAL ATLAS is an entertaining and educational half-hour wildlife program shot exclusively in High Definition. The show introduces young viewers to every kind of animal imaginable, from the familiar to the astounding, including apes and giant lizards, sharks and tigers, and all other animals from the Americas, Africa, Asia, Australia, and everywhere in between.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (15 of 17)		Response
Program Title		MUSTARD PANCAKES (Digital Multicast 3.2 Only)
Origination		Syndicated

Days/Times Program Regularly Scheduled	Thu 8:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example acquiring the tools necessary to help them to be responsible members of society.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 17) <div>Response</div>	
Program Title	MONSTERS & PIRATES (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fri 8:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MONSTERS & PIRATES -- Each character in the episodes has a unique talent to contribute to the venture, and respect is shown for individuality of both boys and girls of many types, not to mention some very interesting animals. Making choices in life is an ongoing subject. A challenge faced by all children in this category. Contemporary issues such as bullying, establishing trust and courtesy are faced and resolved in the episodes. Responsibility and selfless behavior are presented in a positive and encouraging manner. Themes in each episode emphasize the importance friendship, taking responsibility for your actions and fair play.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 17)		Response
Program Title		ARIEL, ZOEY & ELI TOO (Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fri 8:30am
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		ARIEL & ZOEY & ELI TOO introduces children to people who have accomplished great things and have a positive message. Twins Ariel and Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)	Response
Program Title	MISSING (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sat 5:30am, Sun 12:00n
Total times aired at regularly scheduled time:	25
Number of Preemptions	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.	MISSING serves the educational and informational needs of children 13-16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 3)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sat 1:00pm
Total times aired at regularly scheduled time:	7
Number of Preemptions	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 EXPLORATION WITH JAROD MILLER -- Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes - there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 3)	Response
Program Title	CAREER DAY (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sun 5:30am, 1:30pm OR Sat 1:30pm
Total times aired at regularly scheduled time:	16
Number of Preemptions	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.	"Career Day," is a nationally-syndicated TV show from Entertainment Studios, Inc. that inspires viewers, young and old, but mainly teens, to pursue the career of their dreams. Produced by Executive Producer Lisa-Renee Ramirez, winner of 16 Emmys, and Associate Producer Leslie Gant, the half-hour TV series explores a variety of interesting careers - some traditional and some outside the box, in each episode. "Career Day" could explore what it takes to become a fashion designer, a brain surgeon, a marine biologist, and maybe even a racecar driver. Most recent episodes showcased a video game producer and two comedic jugglers. Episodes are highly entertaining and do the best to capture a "day in the life" of the person's career.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

**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	Pam Teague
Address	900 Whitehall Road
City	Chattanooga
State	TN
Zip	37405
Telephone Number	423-267-5412
Email Address	pteague@wrcbtv.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.	PLEASE NOTE: UNDER THE DIGITAL CORE PROGRAMMING SECTION OF THIS REPORT, WE ANSWERED YES TO #7 B, C AND 11 FOR FILING PURPOSES ONLY PER RON GRACIER OF THE FCC. THE STATION IS TOTALLY DIGITAL. CORE PROGRAMMING: 11/19: NBC's coverage of Golf: "President's Cup" preempted the entire QUBO lineup but shows were rescheduled and aired on 11/26 1:00-2:30pm and 11/27 10:00-11:30pm. SEE PUBLIC FILE FOR THE FOLLOWING INFORMATION: 1. Programming that contributes, as part of WRCB's overall programming, serving the educational and informational needs of children 16 and under. 2. WRCB's non-broadcast efforts to address the educational and informational needs of children 16 and under. 3. WRCB's Public Service schedule targeted to children 16 and under. 4. NBC's non-broadcast efforts to address the educational and informational needs of children 16 and under. 5. NBC's Public Service schedule targeted to children 16 and under. 6. Other programming furnished by NBC that contributes, as part of, NBC's overall programming to serve the educational and informational needs of children 16 and under. 7. Network on-air promotional efforts.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	TURBO DOGS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends -- Dash, GT, Clutch, Stinkbert, Strut, and Mags -- who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

Other Matters (2 of 13)	Response
Program Title	SHELLDON (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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Other Matters (3 of 13)	Response
Program Title	THE MAGIC SCHOOL BUS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.

Other Matters (4 of 13)	Response
Program Title	BABAR (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and returned with new episodes for the 2009-2010 schedule.

Other Matters (5 of 13)	Response
Program Title	WILLA'S WILD LIFE (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12:00n or Sat 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

Other Matters (6 of 13)	Response
Program Title	PEARLIE (Main Program Stream 3.1 Only)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 12:30pm or Sat 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends Opal, and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch rival, Saphira who is also her fairy cousin. While Pearlle is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so ultimately every problem is solved and Pearlle learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlle rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlle because she has big responsibilities.

Other Matters (7 of 13)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun 11:30am
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.	ANIMAL EXPLORATION WITH JAROD MILLER -- Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes - there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis.

Other Matters (8 of 13)	Response
Program Title	CURIOSITY QUEST GOES GREEN (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 10:00am
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Curiosity Quest Goes Green" is a weekly half-hour television series that allows children to explore the world of "green" living. The series educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills.

Other Matters (9 of 13)	Response
Program Title	CRITTER GITTERS (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Critter Gitters" features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes have been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA.

Other Matters (10 of 13)	Response
Program Title	CURIOSITY QUEST (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Other Matters (11 of 13)	
Program Title	HEADS UP! (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Heads Up!" is a series about astronomy and astronautics that takes young viewers beyond the basics of the Big Dipper and the moon, introducing them to the magical content and practical context of the night sky. In each episode, series takes kids on an entertaining and informative tour of the heavens through several featured segments, including a survey of all the planets and moons in our solar system.
Other Matters (12 of 13)	
Program Title	YOUNG AMERICA OUTDOORS (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 12:00pm
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.	"Young America Outdoors" introduces young viewers to a wide variety of outdoor activities, explaining the benefits of keeping fit while exploring wonders of nature. Episode topics include fishing, hang-gliding, horseback riding, kayaking, hiking, camping, water skiing, snow skiing and backpacking. The series also provides important information on wilderness survival skills and emphasizes safety outdoors and well as environmental awareness and responsible use of our natural resources. The program shows real life in-the-field experiences of professional and ordinary people experiencing the outdoors, as well as exhibiting good social responsibility and promoting strong personal and community values.
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Other Matters (13 of 13)	Response
Program Title	YOUNG AMERICA OUTDOORS (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat 12:30pm
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.	"Young America Outdoors" introduces young viewers to a wide variety of outdoor activities, explaining the benefits of keeping fit while exploring wonders of nature. Episode topics include fishing, hang-gliding, horseback riding, kayaking, hiking, camping, water skiing, snow skiing and backpacking. The series also provides important information on wilderness survival skills and emphasizes safety outdoors and well as environmental awareness and responsible use of our natural resources. The program shows real life in-the-field experiences of professional and ordinary people experiencing the outdoors, as well as exhibiting good social responsibility and promoting strong personal and community values.

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>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>Sarkes Tarzian, Inc.</p>

Attachments

No Attachments.