



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009336348** | File Number: **CPR-128742** | Submit Date: **04/06/2012** | Call Sign: **WMYA-TV** | Facility ID: **56548** |

City: **ANDERSON** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

04/06/2012 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2012**

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	My Network TV
	Nielsen DMA	Greenville-Spart-Ashvll-Ands
	Web Home Page Address	www.my40.tv

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	504.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	9.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(19)

Digital Core Program (1 of 19)	Response
Program Title	Made in Hollywood: Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 7:00am 1/02-3/26/12
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.	This program gives young viewers an inside look at how their favorite shows and movies are made. Program topics include subjects such as animation, producing and directing, costume design, casting and 3D technology. By introducing the viewers to behind the scenes film making, it gives them an idea of career opportunities focusing on the creative, technical and artistic skills needed in the motion picture and television industries. This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 19)	Response
Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday 7:00am 1/03-3/27/12
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.	The educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances. a moral dilemma segment will be featured in each show in an effort to help teens to make the right decision at the right moment.The program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 19)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday 7:00am 1/04-3/28/12
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.	The Young Icons features stories about world-class athletes, accomplished artists,scholars, philanthropists and entrepreneurs all under the age of 18. Examples of the kinds of stories The Young Icons highlight include that of Patrick Pedraja, a 14-year-old actor and philanthropist who traveled America by RV, raising awareness for cancer; track phenomenon, Turquoise Thompson, who sprinted her way into the record books and earned herself a full scholarship to UCLA; and sisters Marni and Berni Barta, who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America. These stories are meant to inspire young people to be selfless and to take part in the larger community around them in some meaningful way and to show them that there are many possibilities to accomplish things.This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 19)	Response
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7:00am 1/05-3/29/12
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.	This series provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. Elizabeth Stanton's Great Big World combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in depth and thoughtful interviews. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 19)		Response
Program Title		Live Life and Win
Origination		Syndicated
Days/Times Program Regularly Scheduled		Friday 7:00am 1/06-3/30/12
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.		This program is designed to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The program will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism. This program airs on the station's main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (6 of 19)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am 1/07-3/31/12
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.	The key educational objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. We expect that children viewing this program will achieve a greater understanding of nature and specific animal species because of the up close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North America and learn to protect its natural species.This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 19) Response	
Program Title	Ocean Mysteries
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:00am 1/01-3/25/12
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.	This series engages viewers 13-16 and beyond by showing how animals share the same behaviors, challenges, and triumphs that humans do. Behaviors run from basic, like parental instinct, to complex, like the formation of social structures. Viewers increase their aquatic I.Q. by seeing how human life mirrors that of animals on land and in water. Vital to this process is the shows host, Jeff Corwin, whose uncanny ability to install empathy for even the tiniest of creatures, allows viewers to rally behind the featured animals and see how important they are to all life on our planet. This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 19) Response	
Program Title	Ariel, Zoey & Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday - Friday 4:30 pm 1/02-3/30/12

Total times aired at regularly scheduled time	65
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 (AZE2), a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow. This program airs on our secondary digital stream, COOL TV, Channel 40.2
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 19)		Response
Program Title		BETA Records TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 7:00am 1/07-3/31/12
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 indy artist 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. This program airs on our secondary digital stream, COOL TV, Channel 40.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 19)	Response
Program Title	Gina D Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am, 7:30am, 8:00am 1/07-3/31/12
Total times aired at regularly scheduled time	39
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	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, it maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program airs on our secondary digital stream, The Country Network, Channel 40.3
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 19)	
	Response
Program Title	Mustard Pancakes
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am and 9:00am 1/07-3/31/12
Total times aired at regularly scheduled time	26
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	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes features the gifted Campbell as head of a household that is also home to Oogleberry Ink Dog, Tiny Tina Ten Toes, Mo and the lone cat, Mr. D. Under Campbells thoughtful and tender care and guidance, her pets discover the world around them, grow emotionally and find solutions to their daily challenges. This music driven show celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each others growth and work together to overcome the day to day challenges all children face. This program airs on our secondary digital stream, The Country Network, Channel 40.3
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 19)		Response
Program Title		Children Talk
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 9:30am 1/07-3/31/12
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		2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This is a weekly half hour series where children talk about what they know and learn about what they don't. Each episode provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series also includes an interview segment where children participate in a question and answer session on what they have learned. This program airs on our secondary digital stream, The Country Network, Channel 40.3

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (13 of 19)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30am 1/07-3/31/12
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.	Dog Tales carries the E/I designation because the show is geared to inform and educate kids 13-16 years of age about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We will show families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. We also have several dog experts, explaining the various dog needs, health, nutrition, safety, and care. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 19)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:00am 1/07-3/31/12
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.	Sports Stars of Tomorrow displays the hard work and dedication that it takes to be a true sports star. It chronicles the trials and tribulations of the young athletes as they strive to become a top level performer in the sports arena. The program helps youngsters realize that their full potential in both life and the playing field are attainable with lots of hard work and determination. It reinforces the importance of key values like dedication, discipline, commitment and community involvement. Sports Stars of Tomorrow also provides in depth, human interest stories that reveal the important challenges and lessons that mold our young athletes. Not everyone is cut out to be a superstar. Sports Stars of Tomorrow recognizes those athletes that have learned life lessons along the way while battling varying obstacles. These stories inspire and teach our youth that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout ones life. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30am 1/07-3/31/12
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.	A host will stop people on the street and ask them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. The show will go to lengths to explain each answer and why it is correct, bringing in the educational element. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 19) Response	
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00am 1/07-3/31/12
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.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 19)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:30am 1/07-3/31/12
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.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities,entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: What do I want to be when I grow up? This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 19)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 12noon 1/01-3/25/12
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes eco bytes(bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
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	Eco Company
List date and time rescheduled	Saturday 3/10/12 at 12 noon
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-03-11
Episode #	3/11/12 #308
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Eco Company
List date and time rescheduled	Saturday 3/17/12 12 noon
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-03-18
Episode #	3/18/12 #309
Reason for Preemption	Sports

Digital Core Program (19 of 19)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 12:30pm 1/01-3/25/12

Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Through the techniques of sketch comedy, music videos, animation and kid on the street interviews the show explores healthy snacks, proper exercise, financial literacy, the importance of budgeting, cyber bullying preventions, etc. As teens are entertained, they also learn and are inspired to make quality life decisions. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
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	Mad About
List date and time rescheduled	2/18/12 at 12 noon
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-02-19
Episode #	2/19/12 #211
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Mad About
List date and time rescheduled	3/17/12 at 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-03-18
Episode #	3/18/12 #202
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Mad About
List date and time rescheduled	3/10/12 at 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-03-11
Episode #	3/11/12 #201
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Mad About
List date and time rescheduled	3/04/12 at 9:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-03-04
Episode #	3/04/12 #213
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Mad About
List date and time rescheduled	3/24/12 at 12 noon
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-03-25
Episode #	3/25/12 #203
Reason for Preemption	Sports

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	Vicki Merck
Address	33 Villa Road-Suite 105
City	Greenville
State	SC
Zip	29615
Telephone Number	864-297-1313
Email Address	vmerck@cunninghambroadcasting.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.	1) WMYA locally produces My Community Calendar on-air public service announcements. Local nonprofit organizations are often featured to promote their events and activities. Each announcement is 30 seconds in length and airs several times throughout the broadcast day. 2) WMYA uses their website for community calendar events. The service is free and provides schools and community groups with an opportunity to publicize their events. 3) WMYA aired various PSA's (lengths range from 10-seconds to 1 minute) such as: Big Brothers/Big Sisters, McGruff Crime Prevention, Drug Free Carolinas, Exercise with Wayne Brady, MY Family Services, Habitat for Humanity, Wildfire Prevention, Everyday Heroes, Generosity, The Wall, Energy Saving, MY Kids Honesty, Ocean Symphony, Kids Eat Healthy with Elmo, Exercise with Elmo, GBT Hot Line, Arbor Day, Cafeteria.

Other Matters (19)

Other Matters (1 of 19)	Response
Program Title	Made in Hollywood: Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program gives young viewers an inside look at how their favorite shows and movies are made. Program topics include subjects such as animation, producing and directing, costume design, casting and 3D technology. By introducing the viewers to behind the scenes film making, it gives them an idea of career opportunities focusing on the creative, technical and artistic skills needed in the motion picture and television industries. This program airs on the station's main digital stream.

Other Matters (2 of 19)	Response
Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series presents real life situations which teens may find themselves in and use actual footage to figure out the best way to handle different problems. For example - What do you do if you are the first person at an accident scene? What do you do if you are shopping with a friend and he/she begins to shop lift? We talk to various experts who explain what the proper action or reaction should be when faced with either a perilous situation or a moral dilemma. Important information presented so that teens will be interested in learning. This program airs on the station's main digital stream.

Other Matters (3 of 19)	Response
Program Title	The Young Icons
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesday 7:00am
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.	The Young Icons features stories about world-class athletes, accomplished artists,scholars, philanthropists and entrepreneurs all under the age of 18. Examples of the kinds of stories The Young Icons highlight include that of Patrick Pedraja, a 14-year-old actor and philanthropist who traveled America by RV, raising awareness for cancer; track phenomenon, Turquoise Thompson, who sprinted her way into the record books and earned herself a full scholarship to UCLA; and sisters Marni and Berni Barta, who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America. These stories are meant to inspire young people to be selfless and to take part in the larger community around them in some meaningful way and to show them that there are many possibilities to accomplish things.This program airs on the station's main digital stream.

Other Matters (4 of 19)	Response
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in areas of specific need. Elizabeth Stanton's Great Big World combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in depth and thoughtful interviews. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program airs on the station's main digital stream.

Other Matters (5 of 19)	Response
Program Title	Live Life and Win
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program is designed to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The program will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism. This program airs on the station's main digital stream.

Other Matters (6 of 19)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
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.	The key educational objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals and their environment. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. We expect that children viewing this program will achieve a greater understanding of nature and specific animal species because of the up close and detailed photography of the series. Through this understanding, it is hoped children will better relate to the natural environment as it exist in North America and learn to protect its natural species.This program airs on the station's main digital stream.

Other Matters (7 of 19)	Response
Program Title	Ocean Mysteries
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sunday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series engages viewers 13-16 and beyond by showing how animals share the same behaviors, challenges, and triumphs that humans do. Behaviors run from basic, like parental instinct, to complex, like the formation of social structures. Viewers increase their aquatic I.Q. by seeing how human life mirrors that of animals on land and in water. Vital to this process is the shows host, Jeff Corwin, whose uncanny ability to install empathy for even the tiniest of creatures, allows viewers to rally behind the featured animals and see how important they are to all life on our planet. This program airs on the station's main digital stream.

Other Matters (8 of 19)	Response
Program Title	Ariel, Zoey & Eli Too
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Friday 4:30pm
Total times aired at regularly scheduled time	65
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.	Ariel & Zoey & Eli, Too (AZE2), a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow. This program airs on our secondary digital stream, COOL TV, Channel 40.2

Other Matters (9 of 19)	Response
Program Title	BETA Records

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indy artist 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. This program airs on our secondary digital stream, COOL TV, Channel 40.2

Other Matters (10 of 19)	Response
Program Title	Gina D Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am, 7:30am, 8:00am
Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, it maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program airs on our secondary digital stream, The Country Network, Channel 40.3

Other Matters (11 of 19)	Response
Program Title	Mustard Pancakes
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturday 8:30am and 9:00am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mustard Pancakes features the gifted Campbell as head of a household that is also home to Oogleberry Ink Dog, Tiny Tina Ten Toes, Mo and the lone cat, Mr. D. Under Campbells thoughtful and tender care and guidance, her pets discover the world around them, grow emotionally and find solutions to their daily challenges. This music driven show celebrates the joy of childhood through the power of music, storytelling and appealing characters. The shows nurturing environment features a cast of colorful and adorable puppet characters who support each others growth and work together to overcome the day to day challenges all children face. This program airs on our secondary digital stream, The Country Network, Channel 40.3

Other Matters (12 of 19)		Response
Program Title		Children Talk
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 9:30am
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	2 years to 6 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This is a weekly half hour series where children talk about what they know and learn about what they don't. Each episode provides young viewers with an educational experience by visiting a variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series also includes an interview segment where children participate in a question and answer session on what they have learned. This program airs on our secondary digital stream, The Country Network, Channel 40.3

Other Matters (13 of 19)		Response
Program Title		Dog Tales
Origination		Syndicated

Days/Times Program Regularly Scheduled	Saturday 9:30am
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.	Dog Tales carries the E/I designation because the show is geared to inform and educate kids 13-16 years of age about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We will show families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. We also have several dog experts, explaining the various dog needs, health, nutrition, safety, and care. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.

Other Matters (14 of 19)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:00am
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.	Sports Stars of Tomorrow displays the hard work and dedication that it takes to be a true sports star. It chronicles the trials and tribulations of the young athletes as they strive to become a top level performer in the sports arena. The program helps youngsters realize that their full potential in both life and the playing field are attainable with lots of hard work and determination. It reinforces the importance of key values like dedication, discipline, commitment and community involvement. Sports Stars of Tomorrow also provides in depth, human interest stories that reveal the important challenges and lessons that mold our young athletes. Not everyone is cut out to be a superstar. Sports Stars of Tomorrow recognizes those athletes that have learned life lessons along the way while battling varying obstacles. These stories inspire and teach our youth that while many desire greatness on the grand stage of competition, much can be learned through the journey that can make a significant difference throughout ones life. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.

Other Matters (15 of 19)	Response
Program Title	On The Spot

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A host will stop people on the street and ask them questions based on local and national curriculum. Questions can be about English, history, math, art, and more. The show will go to lengths to explain each answer and why it is correct, bringing in the educational element. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.

Other Matters (16 of 19)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.

Other Matters (17 of 19)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 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.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities,entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: What do I want to be when I grow up? This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.

Other Matters (18 of 19)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 12 noon
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes eco bytes(bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.
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Other Matters (19 of 19)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 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.	Through the techniques of sketch comedy, music videos, animation and kid on the street interviews the show explores healthy snacks, proper exercise, financial literacy, the importance of budgeting, cyber bullying preventions, etc. As teens are entertained, they also learn and are inspired to make quality life decisions. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on one of its digital channels.

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>Anderson (WFBC-TV) Licensee, Inc.</p>

Attachments

No Attachments.