



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023159734** | File Number: **CPR-121419** | Submit Date: **07/06/2011** | Call Sign: **WWMB** | Facility ID: **3133** | City:  
**FLORENCE** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/06/2011** | Filing Status: **Active**

Report reflects information for : **Second 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
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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	CW
	Nielsen DMA	Florence-Myrtle Beach
	Web Home Page Address	www.carolinalive.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:	4.0
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(10)

Digital Core Program (1 of 10)		Response
Program Title	Animal Exploration with Jarod Miller	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Mondays 7:00-7:30 am ET	
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	12 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 10)		Response
Program Title	Wild America	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Tuesdays 7:00-7:30 am ET	
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	12 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 10)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7:00-7:30 am ET
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	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Engaging and entertaining narrative, with an emphasis on visual learning, this program is particularly effective for the early teen years. Provides important biological and ecological information on species while emphasizing the concern for conservation of various species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 7:00-7:30 am ET
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 presents real people pursuing actual jobs and careers in an educational and informational format designed to help youthful viewers make important decisions about preparing for the future.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 10)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7:00-7:30 am ET
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	12 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 offers a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 10)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00-7:30 am & 7:30-8:00 am ET
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Many of the most important things that youngsters learn center on discovery, analysis, and problem-solving. The main characters analyze difficult situations, set appropriate goals, and creatively seek solutions to the dilemmas in which they find themselves.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (7 of 10)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:00-7:30 am ET
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.	What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now there's Eco Company, a national TV show on a quest to find answers. Eco Company is hosted by a dynamic group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.



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 10)	Response
Program Title	Magi-Nation (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00-7:30 am & 7:30-8 am ET
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Many of the most important things that youngsters learn center on discovery, analysis, and problem-solving. The main characters analyze difficult situations, set appropriate goals, and creatively seek solutions to the dilemmas in which they find themselves.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)	Response
Program Title	Made in Hollywood: Teen Edition (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays Noom-12:30 & 12:30-1 pm ET
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A career in one of the multi-media industries is one of the most popular career choices of adolescents. This show was created to provide career information and advice from top Hollywood professionals to 13-16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 10)		Response
Program Title		Edgemont (CW Plus)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays 11-11:30 am, 11:30-noon, noon-12:30 pm & 12:30-1 pm ET
Total times aired at regularly scheduled time		52
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.		Edgemont is designed to entertain its core teen audience and also inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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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	Linda Revel
Address	P.O. Box 51150
City	Myrtle Beach
State	SC
Zip	29579
Telephone Number	843-234-9733 x213
Email Address	lrevel@wpde.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	During our second quarter, WWMB CW21 either sponsored or co-sponsored: Relay for Life, the NAACP Freedom Fund Dinner, March of Dimes March for Babies, 5k Autism Walk benefitting the Building Futures Autism Clinic & the Dogs for Autism Program, Saltwater Anglers Flounder Tournament benefitting CCU Marine Science Scholarship, Murrells Inlet 2011 Race for the Inlet, Florence Sheriffs Office Fishing Tournament benefitting Pee Dee Pride Summer Camp Program, Kingston Golf Classic benefitting Conway Medical Center's HeALTHREACH Program & Smart Snacks for Kids (snacks to elementary school children in need), Bone Marrow Drive. Our anchors participate in regional fairs and visited many schools, after-school programs, and educational events in our area and talked with students about the need to stay in school and get an education. Our station provides regular tours to elementary, high school, home schooled, and special needs groups to provide an inside look at weather reporting and news production procedures. We are an on-going sponsor of: Horry County Special Olympics, Florence County Disabilities Foundation, South Carolina Children's Museum, Girl Scout Council of Eastern South Carolina, United Way, March of Dimes, Billie Hardee Home for Boys, Conway Medical Center's HealthReach Program, Pee Dee Chapter of the American Red Cross, United Negro College Fund. We also run numerous PSAs during the day; some of which are: Stay in High School Campaign, Learn CPR, Ludacris for Runaway Switchboard, Military Families Fatherhood Campaign, Energy Efficiency Campaign, Special Needs & Minority Slurs "Words Not Acceptable," Reconnecting Kids with Nature, New Harmonies "Roots" Music Exhibit, College Access Campaign, "Think Before You Speak" (Anti-Homophobic for Teens), Mentoring Big Brothers-Big Sisters, Let'sMove.Gov (childhood Obesity Campaign), Booster Seats, Fatherhood Involvement Campaign, March of Dimes, United Way, Lifelong Literacy, Adoption Campaign, Early Childhood Development, Newborn & Child Survival, American Heart Association, Boys Town Hotline.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.

Other Matters (2 of 13)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.

Other Matters (3 of 13)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Engaging and entertaining narrative, with an emphasis on visual learning, this program is particularly effective for the early teen years. Provides important biological and ecological information on species while emphasizing the concern for conservation of various species.

Other Matters (4 of 13)	Response
Program Title	Real Life 101

Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 7:00-7:30 am ET
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 presents real people pursuing actual jobs and careers in an educational and informational format designed to help youthful viewers make important decisions about preparing for the future.

Other Matters (5 of 13)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7:00-7:30 am ET
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons offers a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs.

Other Matters (6 of 13)	Response
Program Title	Magi-Nation (Main Stream & CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00-7:30 am & 7:30-8 am ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Many of the most important things that youngsters learn center on discovery, analysis, and problem-solving. The main characters analyze difficult situations, set appropriate goals, and creatively seek solutions to the dilemmas in which they find themselves.

Other Matters (7 of 13)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:00-7:30 am ET



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.	What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now there's Eco Company, a national TV show on a quest to find answers. Eco Company is hosted by a dynamic group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.

Other Matters (8 of 13)	Response
Program Title	Made in Hollywood: Teen Edition (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays Noon-12:30 thru Sept 10 & 12:30-1:00 pm. Effective Sept 25, Sundays 11:30-Noon
Total times aired at regularly scheduled time	25
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 career in one of the multi-media industries is one of the most popular career choices of adolescents. This show was created to provide career information and advice from top Hollywood professionals to 13-16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.

Other Matters (9 of 13)	Response
Program Title	Edgemont (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11-11:30 am, 11:30-noon, noon-12:30 & 12:30-1 pm ET thru Sept 18
Total times aired at regularly scheduled time	48

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.	Edgemont is designed to entertain its core teen audience and also inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Other Matters (10 of 13)	Response
Program Title	Great Big World (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Starting Sept. 17, Saturdays Noon-12:30 pm ET
Total times aired at regularly scheduled time	1
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Great Big World features Elizabeth Stanton and her celebrity friends as they travel around the world rxploring different cultures, learning about history and geography and reaching out to give back to those in need.

Other Matters (11 of 13)	Response
Program Title	Wild, Ltd. (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Starting Sept. 25, Sundays 11:00-11:30 am ET
Total times aired at regularly scheduled time	1
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Michelle Garforth is the tour guide who embarks on a series of wildlife adventures in her quest to uncover facts and figures about managing the environment. Each episode starts with a call-to-action assignment sent to Michelle via the internet. The messages are received on board her private luxury yacht anchored off the coast. Of particular interest is creating awareness of species that are on the brink of extinction.

Other Matters (12 of 13)	Response
Program Title	Live Life and Win (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Starting Sept. 25, Sundays Noon-12:30 pm ET
Total times aired at regularly scheduled time	1

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 seeks to educate young viewers with teen success stories and segments focusing on school, sports, arts, and health, and promotes themes such as social responsibility and volunteerism.

Other Matters (13 of 13)	Response
Program Title	On the Spot (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Starting Sept. 25, sundays 12:30-1:00 pm ET
Total times aired at regularly scheduled time	1
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.	Presenting trivia everyone should know in a "man on the street format," this series is designed to be both entertaining and educational. It features questions from key subjects like science, math, English, art, geography and more.

Certification

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

**Attachments**

No Attachments.