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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-171673** | Submit Date: **07/10/2015** | Call Sign: **WMBF-TV** | Facility ID: **83969** | City: **MYRTLE BEACH** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/10/2015** | Filing Status: **Active**

Report reflects information for : Second Quarter of 2015

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

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Florence-Myrtle Beach
	Web Home Page Address	www.wmbfnews.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	3.0
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	336.0
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:	6.0
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(15)

Digital Core Program (1 of 15)	Response
Program Title	Astroblast; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is a comical, animated preschool series that follows the zany adventures of a cast of animal characters in outer space: Comet, Halley, Sputnik, Radar, Jet and Sal the Octopus. Through the crew's friendship, the series imparts important messages about how to embrace differences, model positive relationships and foster healthy habits to be the best good-will ambassadors in the universe.
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	Astroblast; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/14/15 @ 12 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-06-06
Episode #	6/6/15 ATB123
Reason for Preemption	Sports

Digital Core Program (2 of 15)	Response
Program Title	The Chica Show; Channel 32.1 (WMBF PRIMARY)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Chica Show features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
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 Chica Show; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/14/15 @ 12:30 pm
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-06-06
Episode #	6/6/15 TCS214
Reason for Preemption	Sports

Digital Core Program (3 of 15)	**Response**
Program Title	Lazytown; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series enhances preschoolers' kinesthetic skills and awareness of of healthful behaviors. Lazytown is the laziest town you'll ever visit. Or at least, it would be, if the town grump, Robbie Rotten, had his way. Unfortunately for him, Stephanie, the mayor's vibrant pink-haired niece, has come to LazyTown and she would rather have the kids outdoors playing sports with her than indoors playing video games all the time. She and her uncle enlist the help of Sportacus 10, a superhero with great athletic skills and abilities, who encourages the kids to get out and play, run around, dance or whatever else it takes to get their move on!
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	Lazytown; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/14/15 @ 1 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-06-06
Episode #	6/6/15 LZT302
Reason for Preemption	Sports

Digital Core Program (4 of 15)	**Response**
Program Title	Earth To Luna; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna! follows the adventures of a little girl who's completely, undeniably and passionately into just one thing: science. For Luna, a six-year-old girl, the earth is a giant laboratory and she dives into every new experience with boundless energy and enthusiasm along with her little brother Jupiter and pet ferret Clive. What most of us ignore, Luna notices and cannot rest until she is able to answer the question, "Why is this happening?" There is nothing Luna won't do to find the answers to her scientific questions.
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	Earth To Luna; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/20/15 @ 1 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-06-06
Episode #	6/6/15 ETL110
Reason for Preemption	Sports

Digital Core Program (5 of 15)	Response
Program Title	Poppy Cat; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (4/4/15-6/27/15)
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.

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	Poppy Cat; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	5/30/15 @ 9 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-05-30
Episode #	5/30/15 PCT115
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Poppy Cat; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/20/15 @ 1:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-06-06
Episode #	6/6/15 PCT116
Reason for Preemption	Sports

Digital Core Program (6 of 15)	Response
Program Title	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	6

Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.
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	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	5/30/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-05-30
Episode #	5/30/15 TFT108
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	4/18/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-04-18
Episode #	4/18/15 TFT101
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/20/15 @ 2 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-06-06
Episode #	6/6/15 TFT109
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	5/2/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-05-02
Episode #	5/2/15 TFT103
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	4/4/15 @ 9:30 am
Is the rescheduled date the second home?	Yes

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-04-04
Episode #	4/4/15 TFT211
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	4/11/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-04-11
Episode #	4/11/15 TFT212
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Tree Fu Tom; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	4/25/15 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-04-25
Episode #	4/25/15 TFT102
Reason for Preemption	Sports

Digital Core Program (7 of 15)	Response
Program Title	Culture Click; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM (4/4/15-6/27/15)
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 explores the genesis and reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake opens each week with a list of what's trending on the web that week, which serves as a jumping-off point for a deep-dive into the culture that shapes us. The Web is just the starting point for Nzinga in her quest for knowledge. "Culture Click" is a highly interactive journey that evokes curiosity about our world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 15)	**Response**
Program Title	Live Life and Win!; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/4/15-6/27/15)
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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 15)	**Response**
Program Title	Animal Atlas; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	13
Total times aired	13
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.	A program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length,and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 15)	**Response**
Program Title	Safari Tracks; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time	13
Total times aired	26
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.	Safari Tracks is a program with content grounded in the natural world and delivered using an approach that highlights the informational and educational aspects of the animal kingdom in the given environment of Africa. Viewers receive topic points that help build the ethical decision making necessary to becoming a citizen of the planet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)	**Response**
Program Title	Live Life and Win!; Channel 32.2 (BOUNCE)

Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 AM (4/5/15-6/28/15)
Total times aired at regularly scheduled time	13
Total times aired	13
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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 15)	**Response**
Program Title	Real Winning Edge; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30 AM (4/5/15-6/28/15)

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 Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 15)	**Response**
Program Title	Animal Atlas; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 & 10:30 AM (4/5/15-6/28/15)
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 program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length,and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 15)	**Response**
Program Title	Zoo Clues; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 11 & 11:30 AM (4/5/15-6/28/15)
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.	The series Zoo Clues will keep viewers engaged with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 15)	**Response**
Program Title	On The Spot; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 12 & 12:30 PM (4/5/15-6/28/15)
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.	Each episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Animal Atlas Classics; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5:30 AM (4/4/15-6/27/15)
Total times aired at regularly scheduled time:	13
Number of Preemptions	
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 series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes from this season again combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level.The narrative keeps viewer interest with non-pedantic information imaginatively chosen--such as the close relationship between bears and dogs, the note that an elephant trunk has more muscles (40,000) than the entire human body, and the differing number of toes in elephant species.
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 2)	Response
Program Title	State To State; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5 AM (4/4/15-6/27/15)

Total times aired at regularly scheduled time:	13
Number of Preemptions	
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.	State to State is an educational and informative half-hour, E/I program that travels the United States and features incredible cities, amazing monuments, natural wonders, and other interesting destinations. The series will be packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the dynamic and diverse country in which they live. It will be a fast paced and fun learning experience.
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

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	Jessica Blazer
Address	918 Frontage Road East
City	Myrtle Beach
State	SC
Zip	29577
Telephone Number	843-839-7914
Email Address	jblazer@wmbfnews.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.	Due to NBC sports, the 6/6/15 airing of Poppy Cat moved to a second alternate home on 6/20/15. Due to NBC sports, the 6/6/15 airing of Tree Fu Tom moved to a second alternate home on 6/20/15.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	Ruff Ruff Tweet & Dave; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ruff-Ruff, Tweet and Dave is an original series that follows best friends Ruff-Ruff (an excitable puppy), Tweet (a lovable and thoughtful chick), and Dave (a unique, blue panda) on a day of adventure, discovery and play. These friendly characters pose to viewers multiple-choice guessing games that relate to the day's story. An adventure set on a farm asks kids to consider what food source cows supply for us and where one might find eggs, for example. Some of the games also challenge viewers' memory, as directions are given at the beginning of the story and viewer are quizzed later on. Every episode is set in a different location, with places such as Fairytale Land and Music Land on the itinerary and opportunities to learn about the related concepts.

Other Matters (2 of 14)	Response
Program Title	Atroblast; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is a comical, animated preschool series that follows the zany adventures of a cast of animal characters in outer space: Comet, Halley, Sputnik, Radar, Jet and Sal the Octopus. Through the crew's friendship, the series imparts important messages about how to embrace differences, model positive relationships and foster healthy habits to be the best good-will ambassadors in the universe.

Other Matters (3 of 14)	Response
Program Title	LazyTown; Channel 32.1 (WMBF)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series enhances preschoolers' kinesthetic skills and awareness of of healthful behaviors. LazyTown is the laziest town you'll ever visit. Or at least, it would be, if the town grump, Robbie Rotten, had his way. Unfortunately for him, Stephanie, the mayor's vibrant pink-haired niece, has come to LazyTown and she would rather have the kids outdoors playing sports with her than indoors playing video games all the time. She and her uncle enlist the help of Sportacus 10, a superhero with great athletic skills and abilities, who encourages the kids to get out and play, run around, dance or whatever else it takes to get their move on!

Other Matters (4 of 14)	**Response**
Program Title	Earth To Luna; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna! follows the adventures of a little girl who's completely, undeniably and passionately into just one thing: science. For Luna, a six-year-old girl, the earth is a giant laboratory and she dives into every new experience with boundless energy and enthusiasm along with her little brother Jupiter and pet ferret Clive. What most of us ignore, Luna notices and cannot rest until she is able to answer the question, "Why is this happening?" There is nothing Luna won't do to find the answers to her scientific questions.

Other Matters (5 of 14)	**Response**
Program Title	Poppy Cat; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.

Other Matters (6 of 14)	**Response**
Program Title	Tree Fu Tom; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.

Other Matters (7 of 14)	**Response**
Program Title	Culture Click; Channel 32.2 (BOUNCE)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
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 explores the genesis and reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake opens each week with a list of what's trending on the web that week, which serves as a jumping-off point for a deep-dive into the culture that shapes us. The Web is just the starting point for Nzinga in her quest for knowledge. "Culture Click" is a highly interactive journey that evokes curiosity about our world.

Other Matters (8 of 14)	**Response**
Program Title	Live Life and Win!; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM; Sundays @ 10 AM
Total times aired at regularly scheduled time	26
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.	Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13- to 16-year-old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore ways one can "give back" to the community and act as an agent of change; and (4) gain knowledge about life skills necessary to "Live Life and Win."

Other Matters (9 of 14)	**Response**
Program Title	Animal Atlas; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM

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 program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length,and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

Other Matters (10 of 14)	**Response**
Program Title	Safari Tracks; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM
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.	Safari Tracks is a program with content grounded in the natural world and delivered using an approach that highlights the informational and educational aspects of the animal kingdom in the given environment of Africa. Viewers receive topic points that help build the ethical decision making necessary to becoming a citizen of the planet.

Other Matters (11 of 14)	**Response**
Program Title	Real Winning Edge; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30 AM
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 Real Winning Edge is a weekly half-hour television series that meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The program highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Other Matters (12 of 14)	**Response**
Program Title	Animal Atlas; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 & 10:30 am
Total times aired at regularly scheduled time	26
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 program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length,and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

Other Matters (13 of 14)	**Response**
Program Title	Zoo Clues; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 11 & 11:30 am

Total times aired at regularly scheduled time	26
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (14 of 14)	**Response**
Program Title	On The Spot; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 12 & 12:30 pm
Total times aired at regularly scheduled time	26
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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WMBF License Subsidiary, LLC**

Attachments

No Attachments.