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Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-124314** | Submit Date: **10/07/2011** | Call Sign: **WMBB** | Facility ID: **66398** | City:
PANAMA CITY | State: **FL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/07/2011 | Filing Status: **Active**

Report reflects information for : Third 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	ABC
	Nielsen DMA	Panama City
	Web Home Page Address	www.wmbb.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	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:	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(21)

Digital Core Program (1 of 21)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8-8:30 AM CT (through Saturday, August 27, 2011)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, a youth who is heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become Emperor of his land. He lives with a peasant foster family and faces the intellectual, physical and social challenges that all teens face, while also preparing to rule justly and well. Sometimes Kuzco wonders whether being Emperor for the rest of his days will be a pleasure or a trap. Kuzco thwarts attempts by the nefarious Yzma and her henchman, Kronk, to stop him from doing well in school. If Kuzco were to fail at his class work, Yzma would become Empress. Kuzco struggles to complete his assignments and stay on track. Only if he remains steadfast, studies hard, learns from his mistakes, and can relate to citizens at all levels of society, will he ascend the throne. His best friend Malina, an excellent student, attempts to help Kuzco stay out of trouble and achieve his goals. Series episodes explore issues such as coping with peer pressure, respecting authority, taking responsibility, adhering to family and school rules, accepting differences, building self-esteem and trust.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 21)	Response
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT (through Saturday, August 27, 2011)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for Fleemco, an agency that will provide "Replacement" parents or adults to substitute for certain individuals. Brother and sister decide to send in the \$1.98 fee in hopes of obtaining parents to replace their lost ones. They acquire an unorthodox pair of Replacement parents, Dick Daring and Agent K. Dick is a former daredevil stuntman and Agent K is a British super-spy. Neither seems to know much about parenting, although their intentions are good. Agent K's highly intelligent automobile, C.A.R., her former spy partner, also joins the household. Their attempts to forge a family and adjust to a new school are both touching and comedic. Riley and Todd discover that they can call Fleemco to request replacement of any adult whom they dislike, who is overly strict, or who is merely uninteresting. The temporary Replacements for teachers, neighbors or other community figures never prove to be as exciting or fun as the siblings had hoped, and are often immature and obnoxious. As things go awry, Riley and Todd learn that they need adult leadership, discipline, role models, order and structure. By the end of each story they are eager to return the Replacement and reinstate the original adult. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 21)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT (through Saturday, August 27, 2011)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 21)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT (through Saturday, August 27, 2011)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven Baxter, who has inherited her grandmother's gift of clairvoyance, is a normal, happy young woman. Nonetheless, Raven sometimes worries that she is a freak because of her clairvoyant abilities. She has a ten-year old brother, Cory. They are typical siblings, with the tension and rivalry that most siblings experience. Raven and Cory's mother is in law school, and their father owns a small restaurant. Raven attends an ethnically diverse San Francisco public high school. She is responsible for the after-school safety and activities of Cory. Her closest friends, Chelsea and Eddie, are fiercely committed to environmental issues and sports, respectively. Raven dreams of a career in fashion design, and the new season's episodes revolve around her internship with an eccentric fashion designer. Raven's parents and close friends know about her "visions". These premonitions often prompt her to intervene before trouble occurs. Sometimes her interventions backfire, and at other times the foreseen events occur, bringing embarrassment or sadness. She learns valuable lessons from her transgressions. "Visions" set up issues that the Core episodes of this series explore, among which are sibling rivalry, popularity, loyalty, self-acceptance, jealousy, dealing with authority, and consequences of lying or cheating.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 21)	Response
Program Title	Hannah Montana
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10-10:30 AM CT (through Saturday, August 27, 2011)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Miley Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star "Hannah Montana". Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about Miley's career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley wears blonde wigs while performing, and manages to escape being recognized. Miley's mother died three years before the story begins, so her dad is now a single parent. He has just begun dating again. Miley misses her mother very much. One of the songs that she writes and performs is about the pain of growing up without her mother. Unlike her brother, Miley is a dedicated student. At school, her enemies are Amber and Ashley, two girls who constantly bully Miley. Oliver and Lilly are fiercely protective of their friend. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. This is in no small part due to the solid values that her father, Miley's manager (Billy Rae Cyrus), has imparted. Tension and sibling rivalry do occur, especially when Jackson feels that his talented sister is getting all the attention. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 21)	Response
Program Title	The Suite Life of Zack and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT (through Saturday, August 27, 2011)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Those episodes of "The Suite Life of Zack and Cody" that air on ABC as Core Programming deliver life lessons tailored for the older child and "tween" audience. Stories take place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom, a lounge singer for the Tipton Hotel. The boys attend a local public middle school. One of the twins is polite and shy and excels in academics, while the other, athletic and extroverted, barely scrapes by in school, due to lack of effort. He often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. The boy's mother dates and would like to remarry. Their father is a professional rock musician who is on the road much of the year, but stays in touch with his sons. This sets up occasional parental conflicts about discipline and expectations. Parallel stories involve two teenage girls: heiress London Tipton, whose father owns the hotel, and Maddie, a girl who works after school at the hotel snack bar. Unlike London, Maddie attends a parochial girls' school and comes from a working class Boston family. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family budget limitations, responsibility, self-esteem, and peer pressure.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 21)		Response
Program Title	Jack Hanna's Wild Countdown	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT (as of 9/3/11)	
Total times aired at regularly scheduled time	4	
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.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Program Title	Ocean Mysteries With Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT (as of 9/3/11)
Total times aired at regularly scheduled time	4
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 half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond -by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 21)	Response
Program Title	Born To Explore
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT (as of 9/3/11)

Total times aired at regularly scheduled time	4
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.	Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 21)	Response
Program Title	Culture Click
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT (as of 9/3/11)

Total times aired at regularly scheduled time	4
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.	Culture Click is a weekly half-hour series that explores the genesis of - and reasons behind- cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week Nzinga will analyze and answer the questions that shape our society - using the power and speed of the internet and user-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's work of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 21)	Response
Program Title	Everyday Health
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT (as of 9/3/11)

Total times aired at regularly scheduled time	4
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.	In this weekly half-hour series developed and produced to educate and inform viewers ages 13-16, our hosts scan the country finding those who 'pay it forward' to promote health and wellness. The remarkable people that viewers meet are referred to as 'agents of change,' special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are 'paying it forward,' with good will and new ideas that will inspire other teens to take action.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 21)	Response
Program Title	Food For Thought With Claire Thomas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT (as of 9/3/11)

Total times aired at regularly scheduled time	4
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.	Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly-half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life, and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time - sometimes from family, sometimes from friends, or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the "inspired" dish while promoting a healthy attitude towards food and life.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 21)	Response
Program Title	Magi-Nation / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:30-10:00 AM CT

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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	For young people today, new information is generally no more than a mouse-click away. Knowledge is readily there for the taking if kids simply know how to appropriately access it and effectively make use of it. In this context, many of the most useful and important things that youngsters can learn center on discovery, analysis and problem-solving - how do kids get the "right" information and make proper use of it. What questions should be asked? How does one assess veracity? How does one weigh alternatives? How are decisions best arrived at? How does one decide when aims can be accomplished independently, and if help is needed, how does one go about enlisting support? Above all, how can goals be achieved ethically and with regard to the greater good. In an enticing new world filled with excitement, mystery and danger, "Magi Nation" addresses these vital learning goals.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 21) Response	
Program Title	The Country Mouse and the City Mouse Adventures / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Monday through Friday/8:30-9:00 AM CT
Total times aired at regularly scheduled time	61

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	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 21) Response	
Program Title	Green Screen Adventures / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00-9:30 AM CT
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7 -13, children get the message that their words have power, and that their voices are being heard. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages in addition to academics kills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, and Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 21)	Response
Program Title	Busytown Mysteries / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9:30-10:00 AM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busytown Mysteries" is an investigative learning show for young children - based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (17 of 21)		Response
Program Title	The Busy World of Richard Scarry / 13.2 THIS Panama City	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 10:00-10:30 and 10:30-11:00 AM CT	
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 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busy World of Richard Scarry" is fully animated and based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (18 of 21)		Response
Program Title	Cake / 13.2 THIS Panama City	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 11:00-11:30 AM CT	
Total times aired at regularly scheduled time	8	
Total times aired	9	
Number of Preemptions	5	

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Cake" promotes creativity and individuality and prosocial behavior through teaching young viewers how to recycle old objects into new by means of do-it-yourself handicrafts in the context of highly positive interpersonal interactions.
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	Cake / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 17, 2011 / 112
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Cake / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 3, 2011 / 110
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Cake / 13.2 THIS Panama City
List date and time rescheduled	7/29/11 / 9:00-9:30 AM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	July 23, 2011 / 104

Reason for Preemption	Other
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Digital Preemption Programs #4

Questions	Response
Title of Program	Cake / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 24, 2011 / 113
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Cake / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 10, 2011 / 111
Reason for Preemption	Sports

Digital Core Program (19 of 21)	Response
Program Title	Dance Revolution / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:30 AM - 12 NOON CT
Total times aired at regularly scheduled time	9
Total times aired	9
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	10 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The goal of Dance Revolution is to teach and promote dance as a means of exercise and an avenue to good health for 10 - 12-year-olds.
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	Dance Revolution / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 24, 2011 / 113
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Dance Revolution / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 3, 2011 / 110
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Dance Revolution / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	
Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 17, 2011 / 112
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Dance Revolution / 13.2 THIS Panama City
List date and time rescheduled	
Is the rescheduled date the second home?	

Were promotional efforts made to notify the public of rescheduled date and time?	
Date Preempted	
Episode #	September 10, 2011 / 111
Reason for Preemption	Sports

Digital Core Program (20 of 21)		Response
Program Title		Stargate Infinity / 13.2 THIS Panama City
Origination		Network
Days/Times Program Regularly Scheduled		Sundays 9:00-9:30 AM CT
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		9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		"Stargate Infinity" is designed to encourage young viewers to accept and value diversity. Each week the team of young Stargate trainees enter a new world. As they encounter cultures, races, and life forms foreign to any they have ever dreamed of, they also face life-threatening problems that require each member of the team to contribute to the well-being of all.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (21 of 21)		Response
Program Title		Liberty's Kids / 13.2 THIS Panama City
Origination		Network
Days/Times Program Regularly Scheduled		Monday through Friday 8:30-9:00 AM CT
Total times aired at regularly scheduled time		5

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.	<p>Liberty's Kids is designed to enable viewers to experience, in fresh and exciting ways, the extraordinary period of 1773 to 1789 in American history, as the thirteen colonies, led by a group of courageous and brilliant individuals fought for freedom from Britain and established a new nation. It uses powerful storytelling to address three primary educational goals: 1. To introduce young people to an extensive cast of remarkable historical figures, from Ben Franklin to Phillis Wheatley, and to enable them to understand the incredible sacrifices these individuals made to help found the United States. 2. To guide young people through the entire sequence of amazing events that led to the creation of a new nation, from the homes of ordinary Americans and the meeting halls from Virginia to Massachusetts to the numerous battlefields in the colonies and the royal courts of France and England. 3. To help young people understand the importance of key philosophical, social and political issues at the heart of the American Revolution by setting these issues in actual historical contexts, by having individuals such as Jefferson and Paine explain these issues and by seeing the impact of these issues on the lives of ordinary citizens. And to always to do so in ways that are age-appropriate for our target audience.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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	Karyn C. Miles
Address	613 Harrison Avenue
City	Panama City
State	FL
Zip	32401
Telephone Number	(850) 769-2313
Email Address	kmiles@wmbb.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.	As to sections 7(b) and (c) Statement of Explanation, WMBB ceased analog transmission on February 17, 2009, and broadcast digital only during Third Quarter 2011. WMBB airs Public Service Announcements designed for children 16 years and under featuring topics such as sports safety and education. WMBB anchors conducted station tours to area schools and organizations within the community to share news and weather production information, and to provide information on careers within the broadcast industry. WMBB is a partner in an on-air campaign "Do the Right Thing" which encourages children from elementary through high school ages to "Do the Right Thing" in their lives both large and small to make a difference. Quarterly winners are recognized during the school year. During the quarter WMBB sponsored, as well as participated in, several local fundraising events within our community. In addition to the core children's programming outlined in this report, WMBB airs an estimated 14 hours per week of programming with a target audience of children ages 5 to 11 on 13.2 THIS Panama City.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	Jack Hanna's Wild Countdown
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00-8:30 AM CT
Total times aired at regularly scheduled time	14
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.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.

Other Matters (2 of 13)	Response
Program Title	Ocean Mysteries With Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30-9:00 AM CT
Total times aired at regularly scheduled time	14
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 half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond -by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care- about these heroes, and all of the fascinating life teeming in our oceans.
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Other Matters (3 of 13)	Response
Program Title	Born To Explore
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00-9:30 AM CT
Total times aired at regularly scheduled time	14
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.	Developed and produced for 13- 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, brining the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.

Other Matters (4 of 13)	Response
Program Title	Culture Click
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:30-10:00 AM CT
Total times aired at regularly scheduled time	14
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.	Culture Click is a weekly half-hour series that explores the genesis of - and reasons behind- cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week Nzinga will analyze and answer the questions that shape our society - using the power and speed of the internet and user-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's work of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click.

Other Matters (5 of 13)	Response
Program Title	Everyday Health
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:00-10:30 AM CT
Total times aired at regularly scheduled time	14
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.	In this weekly half-hour series developed and produced to educate and inform viewers ages 13-16, our hosts scan the country finding those who 'pay it forward' to promote health and wellness. The remarkable people that viewers meet are referred to as 'agents of change,' special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are 'paying it forward, 'with good will and new ideas that will inspire other teens to take action.

Other Matters (6 of 13)	Response
Program Title	Food For Thought With Claire Thomas
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 10:30-11:00 AM CT
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly-half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life, and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time - sometimes from family, sometimes from friends, or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the "inspired" dish while promoting a healthy attitude towards food and life.
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Other Matters (7 of 13)	Response
Program Title	Liberty's Kids / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Monday through Friday 8:30-9:00 AM CT
Total times aired at regularly scheduled time	65
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.	Liberty's Kids is designed to enable viewers to experience, in fresh and exciting ways, the extraordinary period of 1773 to 1789 in American history, as the thirteen colonies, led by a group of courageous and brilliant individuals fought for freedom from Britain and established a new nation. It uses powerful storytelling to address three primary educational goals: 1. To introduce young people to an extensive cast of remarkable historical figures, from Ben Franklin to Phillis Wheatley, and to enable them to understand the incredible sacrifices these individuals made to help found the United States. 2. To guide young people through the entire sequence of amazing events that led to the creation of a new nation, from the homes of ordinary Americans and the meeting halls from Virginia to Massachusetts to the numerous battlefields in the colonies and the royal courts of France and England. 3. To help young people understand the importance of key philosophical, social and political issues at the heart of the American Revolution by setting these issues in actual historical contexts, by having individuals such as Jefferson and Paine explain these issues and by seeing the impact of these issues on the lives of ordinary citizens. And to always to do so in ways that are age-appropriate for our target audience.
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Other Matters (8 of 13)	Response
Program Title	Green Screen Adventures / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00-9:30 AM CT
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7 -13, children get the message that their words have power, and that their voices are being heard. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages in addition to academics kills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, and Compassion.

Other Matters (9 of 13)	Response
Program Title	Busytown Mysteries / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30-10:00 AM CT
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Busytown Mysteries" is an investigative learning show for young children - based on the questions and conundrums relevant to this "ready-to-learn" target audience and geared to their unique level of understanding. The show's educational content includes a range of meaningful metacognitive, social-emotional and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these burgeoning skills, as well as the psycho-social abilities to effectively do so.
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Other Matters (10 of 13)	Response
Program Title	The Busy World of Richard Scarry / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00-10:30 and 10:30-11:00 AM CT
Total times aired at regularly scheduled time	28
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.	"Busy World of Richard Scarry" is fully animated and based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.

Other Matters (11 of 13)	Response
Program Title	Dino Squad / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00-11:30 AM and 11:30 AM-12:00 NOON CT
Total times aired at regularly scheduled time	10
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	As if high school wasn't monstrous enough! Five quirky teens suddenly gain powers to transform into Dinosaurs, while their wise and mysterious teacher, Mrs. Moyniha, guides them while they work together demonstrating their uique abilities to protect the Earth. Meanwhile, an anthropomorphic Velociraptor, a transforming half-human, half dinosaur corporate executive, is creating mutant-suars in his effort to accelerate Global Warming. And yes, they still have to get their homework done.

Other Matters (12 of 13)	Response
Program Title	Doodlebops Rockin' Road Show / 13.2 THIS Panama City
Origination	Network

Days/Times Program Regularly Scheduled	Sundays 9:00-9:30 AM CT
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.	Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure!

Other Matters (13 of 13)	Response
Program Title	The Doodlebops / 13.2 THIS Panama City
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:30-10:00 AM CT
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 Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories.

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>Hoak Media of Panama City License, LLC</p>

Attachments

No Attachments.