



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004346060** | File Number: **CPR-110601** | Submit Date: **07/12/2010** | Call Sign: **WRBJ-TV** | Facility ID: **136749** |

City: **MAGEE** | State: **MS**

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

**07/12/2010** | Filing Status: **Active**

Report reflects information for : **First Quarter of 2011**

General Information

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

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type

Contact  
Representatives  
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	The CW
	Nielsen DMA	Jackson MS
	Web Home Page Address	

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	0.0
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:	0.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	Kids Cooking 4 Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	MOndays @ 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kids Cooking for Kids uses the technique of near peer mentors i.e., children to teach other children in the area of cooking, nutrition, exercise and community involvement. Each episode employs the hosts, Mike & Will to appeal directly to young people, as well as their parents. The adults in the show provide professional expertise, but the young hosts are the primary focus and draw of the program. Their youthful interaction make kids feel comfortable and allows the learning process to have a greater impact.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	VJ I AM
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @ 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Young people learn to produce, shoot, and edit video journalism stories on various topics of interest to their peers such as health, fitness and green awareness.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program presents real people in real jobs to help young people make decisions that will affect their future employment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	ECO Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays @ 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company is a show that gives teens a voice in the greening of the planet. It is hosted by a dynamic and diverse group of teens who combine enthusiasm for the sustainability of the planet with their natural curiosity to learn the causes and solutions for the environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hanna takes viewers into various locations throughout the world and looks at the biology, ecology and conservation of species on the planet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	The Winx Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7a
Total times aired at regularly scheduled time	3
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	6 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show integrates age appropriate social and emotional learning, core skills and values through group participation, leadership, empathy, perserverance, conflict resolution, responsibility and honesty.This program uses life lessons to teach concepts as tolerance, respect, friendship, loyalty, copassion and peace.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	The Winx Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:30a
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show integrates age appropriate social and emotional learning, core skills and values through group participation, leadership, empathy, perserverance, conflict resolution, responsibility and honesty.This program uses life lessons to teach concepts as tolerance, respect, friendship, loyalty, copassion and peace.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Magical DoReMi
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:00a
Total times aired at regularly scheduled time	10
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.	The series chronicles the escapades of the Witchlings as they develop their self-confidence, accomplish successful magical endeavors and come to the aid of those in need of magical help. The girls learn important lessons of responsibility, loyalty, dependability and the power of friendship in non-threatening, relatable issues and situations that children encounter everywhere school, playground and home.
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	Renell Allen
Address	745 N. State Street
City	Jackson
State	MS
Zip	39202
Telephone Number	601-974-5700
Email Address	renella@roberts-companies.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.	

Other Matters (9)

Other Matters (1 of 9)	Response
Program Title	Kids Cooking 4 Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday @ 7:30 (moves to 9:30a, 9/19)
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.	Kids Cooking for Kids uses the technique of near peer mentors i.e., children to teach other children in the area of cooking, nutrition, exercise and community involvement. Each episode employs the hosts, Mike & Will to appeal directly to young people, as well as their parents. The adults in the show provide professional expertise, but the young hosts are the primary focus and draw of the program. Their youthful interaction make kids feel comfortable and allows the learning process to have a greater impact.

Other Matters (2 of 9)	Response
Program Title	VJ I AM
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays @ 7:30a (moves to 11:30a 9/19)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Young people learn to produce, shoot, and edit video journalism stories on various topics of interest to their peers such as health, fitness and green awareness.

Other Matters (3 of 9)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays @ 7:30a (moves to 10:30a 9/19)
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 program presents real people in real jobs to help young people make decisions that will affect their future employment.

Other Matters (4 of 9)	Response
Program Title	ECO Company
Origination	Syndicated

Days/Times Program Regularly Scheduled	Thursdays @ 7:30a (moves to 9a 9/19)
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.	Eco Company is a show that gives teens a voice in the greening of the planet. It is hosted by a dynamic and diverse group of teens who combine enthusiasm for the sustainability of the planet with their natural curiosity to learn the causes and solutions for the environment.

Other Matters (5 of 9)	Response
Program Title	Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays @ 7:30a (moves to 11a 9/19)
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.	Jack Hanna takes viewers into various locations throughout the world and looks at the biology, ecology and conservation of species on the planet.

Other Matters (6 of 9)	Response
Program Title	Magical DoReMi
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7a
Total times aired at regularly scheduled time	3
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.	The series chronicles the escapades of the Witchlings as they develop their self-confidence, accomplish successful magical endeavors and come to the aid of those in need of magical help. The girls learn important lessons of responsibility, loyalty, dependability and the power of friendship in non-threatening, relatable issues and situations that children encounter everywhere school, playground and home.

Other Matters (7 of 9)	Response
Program Title	The Winx Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:30a

Total times aired at regularly scheduled time	3
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show integrates age appropriate social and emotional learning, core skills and values through group participation, leadership, empathy, perserverance, conflict resolution, responsibility and honesty.This program uses life lessons to teach concepts as tolerance, respect, friendship, loyalty, copassion and peace.

Other Matters (8 of 9)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7a
Total times aired at regularly scheduled time	10
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. But it's a good vs. evil world as Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles.

Other Matters (9 of 9)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:30a

Total times aired at regularly scheduled time	10
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. But it's a good vs. evil world as Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.'s evil schemes to take control of Bubble Town's robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles.



Certification

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

**Attachments**

No Attachments.