



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-121763** | Submit Date: **07/07/2011** | Call Sign: **WIS** | Facility ID: **13990** | City:  
**COLUMBIA** | State: **SC**

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

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

General Information

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

**Applicant  
Information**

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

Applicant	Address	Phone	Email	Applicant Type

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	Columbia SC
	Web Home Page Address	www.wistv.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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(20)

Digital Core Program (1 of 20)	Response
Program Title	Turbo Dogs (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Turbo Dogs" is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. 6/04/11 preemption due to NBC Sports: French Open Tennis. rescheduled for 6/04/11 at 1pm
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Turbo Dogs (10.1 Main Digital Channel)
List date and time rescheduled	06/04/11 1pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (2 of 20)	Response
Program Title	Shelldon (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am
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	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. 6/04/11 preemption due to NBC Sports: French Open Tennis. rescheduled for 6/04/11 at 1:30pm
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	Shelldon (10.1 Main Digital Channel)
List date and time rescheduled	06/04/11 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (3 of 20)	Response
Program Title	The Magic School Bus (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:00am
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Magic School Bus" is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 7 to 9 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line. 6/04/11 preemption due to NBC Sports: French Open Tennis. rescheduled for 6/04/11 at 2pm
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 Magic School Bus (10.1 Main Digital Channel)
List date and time rescheduled	06/04/11 2pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (4 of 20)	Response
Program Title	Babar (10.1 Main Digital Channel)
Origination	Network



Days/Times Program Regularly Scheduled	Sat. 11:30am
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. 6/04/11 preemption due to NBC Sports: French Open Tennis.
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	Babar (10.1 Main Digital Channel)
List date and time rescheduled	NA
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 20)	Response
--------------------------------------	----------

Program Title	Willa's Wild Life (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12pm
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Willa's Wild Life," based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. 5/28/11 preemption due to NBC Sports: French Open Tennis. rescheduled for 5/28/11 at 8am
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	Willa's Wild Life (10.1 Main Digital Channel)

List date and time rescheduled	05/28/11 8am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-28
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 20)	Response
Program Title	Pearlie (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie" is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4- to 8-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. 5/28/11 preemption due to NBC Sports: French Open Tennis. rescheduled for 5/28/11 at 8:30am

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	Pearlie (10.1 Main Digital Channel)
List date and time rescheduled	05/28/11 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-05-25
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 20)	Response
Program Title	Animal Atlas Classics (10.1 Main Digital Channel)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun. 7am
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
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.	Animal Atlas Classics is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. 6/05/11 preemption due to NBC Sports: French Open Tennis.
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	Animal Atlas Classics (10.1 Main Digital Channel)
List date and time rescheduled	NA
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-05
Episode #	
Reason for Preemption	Sports

Digital Core Program (8 of 20)	Response
Program Title	Animal Atlas (10.1 Main Digital Channel)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sat. 7:30am
Total times aired at regularly scheduled time	12

Total times aired	12
Number of Preemptions	1
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.	Animal Atlas Classics is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. 6/05/11 preemption due to NBC Sports: French Open Tennis.
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	Animal Atlas (10.1 Main Digital Channel)
List date and time rescheduled	NA
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-06-05
Episode #	
Reason for Preemption	Sports

Digital Core Program (9 of 20)		Response
Program Title	Green Screen Adventures (Digital Multicast Only-THIS TV 10.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat. 10am	
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.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four Cs as well as the three Cs - Curiosity, Confidence, Citizenship, Compassion.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (10 of 20)		Response
Program Title	Busytown Mysteries (Digital Multicast Only-THIS TV 10.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat. 10:30am	
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 20)           Response	
Program Title	The Busy World of Richard Scarry (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved childrens 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. This fully animated series is 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 (12 of 20)		Response
Program Title	The Busy World of Richard Scarry (Digital Multicast Only-THIS TV 10.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat. 11:30am	
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	2 years to 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is 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 (13 of 20)		Response
Program Title	Cake (Digital Multicast Only-THIS TV 10.2)	

Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12pm
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cake, super creative teen, hosts a cable access show, "Cake TV", with the help of her three best friends, Miracle, Amy and Benjamin. The show is produced out of Cake's garage and co-hosted by the three girls who show their audience how to take ordinary, everyday items (t-shirts, CD cases, plush toys) and make them extraordinary using a little imagination, and a glue gun!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 20)		Response
Program Title	Stargate Infinity (Digital Multicast Only-THIS TV 10.2)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sun. 10am	
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.	In this animated action-adventure series based on MGM's successful sci-fi movie and television franchise "Stargate" four exceptional Air Force Academy cadets and a wrongly court-martialed Stargate veteran must travel through the gated wormholes from one planet to the next in order to protect a mysterious alien creature from the sinister clutches of a new extraterrestrial enemy. Together they must learn to adapt to new cultures and each other while trying to find a safe haven for the alien and clear their names so they can return home.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 20) Response	
Program Title	Green Screen Adventures (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm
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.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four Cs as well as the three Cs - Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 20)		Response
Program Title	Busy Town Mysteries(Digital Multicast 10.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat. 2:30pm	
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.	Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (17 of 20)		Response
Program Title	The Busy World of Richard Scarry (Digital Multicast 10.3)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat. 4:30pm	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved childrens 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. This fully animated series is 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 20)	Response
Program Title	The Busy World of Richard Scarry (Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	

Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved childrens 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. This fully animated series is 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 (19 of 20)		Response
Program Title		Cake (Digital Multicast 10.3)
Origination		Network
Days/Times Program Regularly Scheduled		Sun. 2:30pm
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		8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Cake, super creative teen, hosts a cable access show, "Cake TV", with the help of her three best friends, Miracle, Amy and Benjamin. The show is produced out of Cake's garage and co-hosted by the three girls who show their audience how to take ordinary, everyday items (t-shirts, CD cases, plush toys) and make them extraordinary using a little imagination, and a glue gun!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (20 of 20)	Response
Program Title	Stargate Infinity (Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 4:30pm
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.	<p>In this animated action-adventure series based on MGM's successful sci-fi movie and television franchise "Stargate" four exceptional Air Force Academy cadets and a wrongly court-martialed Stargate veteran must travel through the gated wormholes from one planet to the next in order to protect a mysterious alien creature from the sinister clutches of a new extraterrestrial enemy. Together they must learn to adapt to new cultures and each other while trying to find a safe haven for the alien and clear their names so they can return home.</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	Meagan Cauthen
Address	1111 Bull Street
City	Columbia
State	SC
Zip	29201
Telephone Number	803-758-1251
Email Address	mcauthen@wistv.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	1. Because station (WIS) ceased analog operations and converted to digital-only operations prior to the start of reporting period, Questions 7 (b) and 7(c) are no longer applicable. 2.THE MORE YOU KNOW WEBSITE "The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed.

Other Matters (20)

Other Matters (1 of 20)	Response
Program Title	Turbo Dogs (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode

Other Matters (2 of 20)	Response
Program Title	Shelldon (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
--	---

Other Matters (3 of 20)	Response
Program Title	The Magic School Bus (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle, and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.

Other Matters (4 of 20)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
<b>Other Matters (5 of 20)</b>	
Program Title	Willa's Wild Life (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
<b>Other Matters (6 of 20)</b>	
Program Title	Pearlie (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva, Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.

Other Matters (7 of 20)	Response
Program Title	Animal Atlas Classics (10.1 Main Digital Channel)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun. 7am
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.	Animal Atlas Classics is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.
--	--

Other Matters (8 of 20)	Response
Program Title	Animal Atlas (10.1 Main Digital Channel)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun. 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

Other Matters (9 of 20)	Response
Program Title	Green Screen Adventures (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am
Total times aired at regularly scheduled time	13
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.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four Cs as well as the three Cs - Curiosity, Confidence, Citizenship, Compassion.

Other Matters (10 of 20)	Response
Program Title	Busy Town Mysteries (Digital Multicast Only-THIS TV 10.2)

Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am
Total times aired at regularly scheduled time	13
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.	Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.

Other Matters (11 of 20)	Response
Program Title	The Busy World of Richard Scarry (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am
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.	This fully animated series is 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 (12 of 20)	Response
Program Title	The Busy World of Richard Scarry (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am
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.	This fully animated series is 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 (13 of 20)	Response
--------------------------	----------



Program Title	Cake (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cake, super creative teen, hosts a cable access show, "Cake TV", with the help of her three best friends, Miracle, Amy and Benjamin. The show is produced out of Cake's garage and co-hosted by the three girls who show their audience how to take ordinary, everyday items (t-shirts, CD cases, plush toys) and make them extraordinary using a little imagination, and a glue gun!

Other Matters (14 of 20)	Response
Program Title	Stargate Infinity (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am
Total times aired at regularly scheduled time	13
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.	In this animated action-adventure series based on MGM's successful sci-fi movie and television franchise "Stargate" four exceptional Air Force Academy cadets and a wrongly court-martialed Stargate veteran must travel through the gated wormholes from one planet to the next in order to protect a mysterious alien creature from the sinister clutches of a new extraterrestrial enemy. Together they must learn to adapt to new cultures and each other while trying to find a safe haven for the alien and clear their names so they can return home.

Other Matters (15 of 20)	Response
Program Title	Green Screen Adventures(Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm
Total times aired at regularly scheduled time	13
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.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four Cs as well as the three Cs - Curiosity, Confidence, Citizenship, Compassion.

Other Matters (16 of 20)	Response
Program Title	Busy Town Mysteries(Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 2:30pm
Total times aired at regularly scheduled time	13
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.	Curiosities are everywhere in Busytown and so are Huckle Cat, Lowly Worm, Sally Cat, Hilda Hippo plus Pig Will and Pig Won't. Each episode is an innovative blend of humor and learning based around six unforgettable friends and many other colorful characters from the amazing world of Richard Scarry's books. Viewers follow the friends as they scour Busytown looking for the answer to the episode's mystery.

Other Matters (17 of 20)	Response
Program Title	The Busy World of Richard Scarry (Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 4:30pm
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.	This fully animated series is 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 (18 of 20)	Response
Program Title	The Busy World of Richard Scarry (Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12:30pm

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.	This fully animated series is 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 (19 of 20)	Response
Program Title	Cake (Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 2:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cake, super creative teen, hosts a cable access show, "Cake TV", with the help of her three best friends, Miracle, Amy and Benjamin. The show is produced out of Cake's garage and co-hosted by the three girls who show their audience how to take ordinary, everyday items (t-shirts, CD cases, plush toys) and make them extraordinary using a little imagination, and a glue gun!

Other Matters (20 of 20)	Response
Program Title	Stargate Infinity (Digital Multicast 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 4:30pm
Total times aired at regularly scheduled time	13
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.	In this animated action-adventure series based on MGM's successful sci-fi movie and television franchise "Stargate" four exceptional Air Force Academy cadets and a wrongly court-martialed Stargate veteran must travel through the gated wormholes from one planet to the next in order to protect a mysterious alien creature from the sinister clutches of a new extraterrestrial enemy. Together they must learn to adapt to new cultures and each other while trying to find a safe haven for the alien and clear their names so they can return home.

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>WIS License Subsidiary, LLC.</b></p>

**Attachments**

No Attachments.