



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023159734** | File Number: **CPR-118758** | Submit Date: **04/06/2011** | Call Sign: **WWMB** | Facility ID: **3133** | City: **FLORENCE** | State: **SC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/06/2011** | 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
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Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Florence-Myrtle Beach
	Web Home Page Address	www/carolinalive.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	4.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(10)

Digital Core Program (1 of 10)		Response
Program Title	Animal Exploration with Jarod Miller	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Mondays 7:00-7:30 am ET	
Total times aired at regularly scheduled time	12	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	12 years to 14 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 10)		Response
Program Title	Wild America	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Tuesdays 7:00-7:30 am ET	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	12 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.	

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 10)	Response
Program Title	Jack Hanna's Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Engaging and entertaining narrative, with an emphasis on visual learning, this program is particularly effective for the early teen years. Provides important biological and ecological information on species while emphasizing the concern for conservation of various species.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show presents real people pursuing actual jobs and careers in an educational and informational format designed to help youthful viewers make important decisions about preparing for the future.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 10)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7:00-7:30 am ET
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons offers a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 10)	Response
Program Title	Cubix: Robots for Everyone (Main Stream & CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00-7:30 am & 7:30-8:00 am ET thru February 12
Total times aired at regularly scheduled time	14
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.	Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. Everyone has a robot; each with its own unique duty. This show centers around a special club for people who know how to fix robots. Intended to foster social and emotional skills such as confidence, loyalty, teamwork, and problem-solving. These imaginary environments provide children with a safe mechanism to witness these pro-social behaviors.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 10)	Response
Program Title	Magi-Nation (Main Stream & CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7:00-7:30 am & 7:30-8:00 am ET effective February 19
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Many of the most important things that youngsters learn center on discovery, analysis, and problem-solving. The main characters analyze difficult situations, set appropriate goals, and creatively seek solutions to the dilemmas in which they find themselves.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ECO COMPANY. What does it mean to "go green" as a teen? More and more young people want to know the answer to that question. Now there's Eco Company, a national TV show on a quest to find answers. Eco Company is hosted by a dynamic group of teens who combine their natural curiosity with their enthusiasm to preserve the planet they will inherit. Every week Eco Company explores all aspects of being green and understanding how we impact our world. From reporting on the latest technologies in energy, recycling, conservation and organics to sharing the stories of young people making a positive impact on the environment. In addition every week Eco Company provides a practical tip that teens and people of all ages can use in their daily lives. Eco Company is designed to be an interactive program from finding out what's on the mind of all teens by talking to them wherever we find them to providing a forum on this website for teens to share their own videos about going green.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)		Response
Program Title		Edgemont (CW Plus)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays 12:00-12:30 & 12:30-1:00pm thru March 19. Sundays 12:00-12:30 & 12:30-1:00pm Effec. March
Total times aired at regularly scheduled time		26
Total times aired		
Number of Preemptions		0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is designed to entertain its core teen audience and also inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 10)		Response
Program Title		Made in Hollywood Teen Edition (CW PLus)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays 11:00-11:30 & 11:30-Noon thru March 20. Effec. March 27 sundays 11:00-11:30 am & 11:30-Noon
Total times aired at regularly scheduled time		26
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		A career in one of the multi-media industries is one of the most popular career choices of adolescents. This show was created to provide career information and advice from top Hollywood professionals to 13-16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Non-Core
Educational and
Informational
Programming (0)

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11) (iii)?	Yes
Name of children's programming liaison	Linda Revel
Address	P.O. Box 51150
City	Myrtle Beach
State	SC
Zip	29579
Telephone Number	843-234-9733 x213
Email Address	lrevel@wpde.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	During our first quarter, WWMB CW21 either sponsored or co-sponsored: Conway Medical Center's Winter Gala, KidsFestival, Grand Strand Regional Medical Center Health Fair, Long Bay Symphony, Pee Dee Street Rodders Run to the sun benefits Children's Miracle Network & Multiple Sclerosis Society, American Red Cross Princess Party, Beach S.E.A.S. Fundraiser & Auction (Successfully Educating All Students), Greenwing Environmental Extravaganza for Kids. Our anchors participate in regional fairs and visited many schools, after-school programs, and educational events in our area and talked with students about the need to stay in school and get an education. Our station provides regular tours to elementary, high school, home schooled, and special needs groups to provide an inside look at weather reporting and news production procedures. We are an on-going sponsor of: Horry County Special Olympics, Florence County Disabilities Foundation, South Carolina Children's Museum, Girl Scout Council of Eastern South Carolina, United Way, March of Dimes, Billie Hardee Home for Boys, Conway Medical Center's HealthReach Program, Pee Dee Chapter of the American Red Cross, United Negro College Fund. We also run numerous PSAs during the day; some of which are: College Access Campaign, "Think Before You Speak" (Anti-Homophobic for Teens), Mentoring Big Brothers-Big Sisters, Let'sMove.Gov (childhood Obesity Campaign), Booster Seat/Slow Motion Latch, Community Engagement Series supporting Higher Education & Public Service, Fatherhood Involvement Campaign, March of Dimes, United Way, Flu Prevention, , Lifelong Literacy, Adoption Campaign, Early Childhood Development, Newborn & Child Survival, American Heart Association, Boys Town Hotline.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.

Other Matters (2 of 8)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.

Other Matters (3 of 8)	Response
Program Title	Jack Hanna's Into the wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Engaging and entertaining narrative, with an emphasis on visual learning, this program is particularly effective for the early teen years. Provides important biological and ecological information on species while emphasizing the concern for conservation of various species.

Other Matters (4 of 8)	Response
Program Title	Real Life 101

Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show presents real people pursuing actual jobs and careers in an educational and informational format designed to help youthful viewers make important decisions about preparing for the future.

Other Matters (5 of 8)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7:00-7:30 am ET
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons offers a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs.

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

Other Matters (7 of 8)	Response
Program Title	Made in Hollywood Teen Edition (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12:00-12:30 & 12:30-1:00 pm ET
Total times aired at regularly scheduled time	26
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A career in one of the multi-media industries is one of the most popular career choices of adolescents. This show was created to provide career information and advice from top Hollywood professionals to 13-16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.
Other Matters (8 of 8)	
Program Title	Edgemont (CW Plus)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11-11:30, 11:30-Noon, Noon-12:30 & 12:30-1:00 pm ET
Total times aired at regularly scheduled time	52
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Edgemont is designed to entertain its core teen audience and also inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

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>Sagamore Hill of the Carolina Licenses, LLC</p>

Attachments

No Attachments.