



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0000013607** | File Number: **CPR-118591** | Submit Date: **04/05/2011** | Call Sign: **WBII-CD** | Facility ID: **41883**
City: **HOLLY SPRINGS** | State: **MS**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2011**
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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

**Contact
Representatives
(0)**

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**Children's
Television
Information**

| Section | Question | Response |
|--------------|-----------------------|-------------|
| Station Type | Station Type | Independent |
| | Affiliated network | |
| | Nielsen DMA | Memphis |
| | 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 | 163.0 |
| 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: | 5.0 |
| 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(6)

| Digital Core Program (1 of 6) | Response |
|--|--|
| Program Title | JACK HANNA'S INTO THE WILD |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SAT/8:30 AM |
| 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. | INTO THE WILD provides important biological and ecological information to the targeted young teen audience about such diverse animals as Grevys Zebra, cheetahs and silver-backed jackals. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 6) | Response |
|--|--|
| Program Title | WILD AMERICA |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SAT/8:00AM |
| 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 key educational objective of Wild America is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Throughout the series, emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 6) | Response |
|--|--|
| Program Title | MISSING |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SUN/9:30AM |
| 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 | 1 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Missing" serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 6) | Response |
|--|-----------------|
| Program Title | CRITTER GITTERS |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SAT/9:00AM |
| 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 14 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | FCC-Friendly Programming with a TV-G Rating Quality family entertainment that is fun and exciting and has educational value. A show that kids love and parents feel good about letting them watch and stations love to play. Non-Violent, Adventurous Format A show that can be enjoyed by the entire family by stimulating creativity, promoting team work, and showcasing moral dilemmas and social values. Responsible and Entertaining with Educational Interaction Between Humans and Animals High tech gadgetry meets Mother Nature, as viewers are brought into amazing adventures in every episode. This is not your average, action animal adventure show. It is live action. This scripted and filmed show combines magical imagination, kid-bent reality, and pro-social content focusing on interaction between kids, adults, and animals. Target Audience Boys and girls ages 9-14 with broad appeal to family audiences. But you're never too young or too old to be a Critter Gitter. Unique Concept A Search & Rescue animal adventure themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and a love for animals. Geographically Diverse To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (5 of 6) | Response |
|---|-------------------------|
| Program Title | SPORT STARS OF TOMORROW |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SAT/10:00AM |
| 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 | 1 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Sports Stars of Tomorrow complies with the requirements of the FCC as core programming by meeting and filling the educational and informational needs of children and teens. The show is not limited to any specific athletic class or group, but generally addresses a number of athletic events and competitions of both males and females. The show comments upon and emphasizes those attributes of young athletes which allow them to successfully compete and succeed. In addition, a number of the shows will include public interest stories highlighting the accomplishments of young athletes. The public interest stories will emphasize those attributes, such as perseverance, hard work, discipline and avoidance of negative factors, which allow these young athletes to succeed. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 6) | |
|--|--------------------------------|
| | Response |
| Program Title | MADE IN HOLLYWOOD TEEN EDITION |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SAT/12:00PM |
| 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 14 years |

| | |
|---|---|
| <p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p> | <p>To provide for adolescent boys and girls in the 13 to 16 year old age-group an opportunity to 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, as well as to learn about some of the skills, personal attributes, techniques, and strategies needed to enter these fields.</p> |
| <p>Does the Licensee identify the program by displaying throughout the program the symbol E/I?</p> | <p>Yes</p> |

**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)? | |
| Name of children's programming liaison | TonyTidwell |
| Address | 36 Court St |
| City | Ashland |
| State | MS |
| Zip | 38603 |
| Telephone Number | 662-224-3220 |
| Email Address | wbiitv@yahoo. con |
| 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 (1)

| Other Matters (1 of 1) | Response |
|--|---|
| Program Title | JACK HANNA'S INTO THE WILD |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SAT/8:00AM |
| 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. | INTO THE WILD provides important biological and ecological information to the targeted young teen audience about such diverse animals as Grevys Zebra, cheetahs and silver-backed jackals |

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>Tony Tidwell</p> |

Attachments

No Attachments.