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Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-119821** | Submit Date: **04/08/2011** | Call Sign: **WNCT-TV** | Facility ID: **57838** |

City: **GREENVILLE** | State: **NC**

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

04/08/2011 | 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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Greenville-New Bern-Wash
	Web Home Page Address	WWW.WNCT.COM

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	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(23)

Digital Core Program (1 of 23)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - I (Digigal 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-730AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 23)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 730-8AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 23)	Response
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Program Title	SABRINA'S SECRET LIFE (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 8-830AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 23)	Response
Program Title	SABRINA: THE ANIMATED SERIES (Digital 9.1)
Origination	Network

Days/Times Program Regularly Scheduled	Saturday 830-9AM 1/1-1/29/11
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 23)	Response
Program Title	BUSYTOWN MYSTERIES - I (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9-930AM 1/1-1/29/11

Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 23)	Response
Program Title	BUSYTOWN MYSTERIES - II (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 930-10AM 1/1-1/29/11

Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 23)	Response
Program Title	HORSELAND - I (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 2/5-3/26/11 9-930AM

Total times aired at regularly scheduled time	8
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 23)	Response
Program Title	HORSELAND - II (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 2/5-3/26 9:30-10AM

Total times aired at regularly scheduled time	8
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Noteon 2-5-11 This show had a technical difficulties with the server and this show was replaced with the episode of Horseland I which aired @9am. On this date everyother show had audio but no video.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 23)	Response
Program Title	BUSYTOWN I (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-730AM 2/5-3/26/11

Total times aired at regularly scheduled time	8
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.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 23)	Response
Program Title	BUSYTOWN II (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 730-8AM 2/5-3/26/11

Total times aired at regularly scheduled time	8
Total times aired	7
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 23)	Response
Program Title	DOODLEBOP ROCKIN ROAD SHOW (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 2/5-3/26/11 8-830AM

Total times aired at regularly scheduled time	8
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By means of fantasy, fun, music and rhyme, the Doodlebops teach children about their world and gives them the vital motivation and tools to explore it. Each episode will feature a live-action child who writes to the Doodles for help or advice with a problem. This child then gets "Doodlefied" and enters an animated world of the "Doodlenet" where they can hop on the magical tour bus and travel anywhere their imaginations can take them. Each episode will reinforce a lesson through a musical interlude or song that encapsulates the educational objective or message. On 2-5-11 due to a technical difficulties with the server the episode of Trollz schedule on 2/5 did not air. Doodlbop aired in its time period
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 23)	Response
Program Title	EDGEMONT (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 12-1230PM 1/2-3/27/11
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.	Edgemont is designed to entertain its core teen audience and also to 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 (13 of 23)	Response
Program Title	EDGEMONT (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 1230-1pm 1/2-3/27/11
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.	Edgemont is designed to entertain its core teen audience and also to 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 (14 of 23)	Response
Program Title	EDGEMONT (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 12-1230PM 1/1-3/19 1/1-3/19/11
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.	Edgemont is designed to entertain its core teen audience and also to 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 (15 of 23)	Response
Program Title	EDGEMONT (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1230-1PM 1/1-3/19/11
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.	Edgemont is designed to entertain its core teen audience and also to 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
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Digital Core Program (16 of 23)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 11-1130AM 1/2-3/20/11
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.	To provide adolescent boys and girls in the 13-16 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 23)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 1130AM-12PM 1/2-3/20/11
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.	To provide adolescent boys and girls in the 13-16 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 23)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 12-1230PM 3/27/11
Total times aired at regularly scheduled time	1
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.	To provide adolescent boys and girls in the 13-16 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 23)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION (Digital 9.2)
Origination	Network

Days/Times Program Regularly Scheduled	Saturday 3/27/11 1230-1PM
Total times aired at regularly scheduled time	1
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.	To provide adolescent boys and girls in the 13-16 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 23)	
	Response
Program Title	CUPIX: ROBOTS FOR EVERYONE (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1/1-2/12/11 7-730AM
Total times aired at regularly scheduled time	7
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.	The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls. The educational objectives of Cubix include the reinforcement of age appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (21 of 23)	Response
Program Title	CUPIX- ROBOTS FOR EVERYONE (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 730-8AM 1/1-2/12/11
Total times aired at regularly scheduled time	7
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.	The series was produced with the primary purpose of educating and informing children ages 6-11 through entertaining and engaging programming. The characters, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls. The educational objectives of Cubix include the reinforcement of age appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (22 of 23)	Response
Program Title	MAGI-NATION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-730AM
Total times aired at regularly scheduled time	6
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.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tonys new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It'sup to this young trio and their vast collection of Dream Creatures to thwart the evildoers plans and protect their world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (23 of 23)	Response
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Program Title	MAGI-NATION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 730-AM
Total times aired at regularly scheduled time	6
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.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tonys new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers plans and protect their world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (4)

Non-Core Educational and Informational Programming (1 of 4)	Response
Program Title	JACK HANNA ANIMAL ADVENTURES (Digital 9.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 330-4AM 1/1- 3/26/11
Total times aired at regularly scheduled time:	13
Number of Preemptions	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.	In this program the camera follows Hanna as he spends time with the people that are knowledgeable about each animal habitat, teaching as he goes. The object of the program is to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. This half hour television program is designed to meet the educational and informational needs of children.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 4)	Response
Program Title	EXPLORATION WITH JAROD MILLER (Digital 9.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 4-430am 1/1-3/26/11
Total times aired at regularly scheduled time:	13

Number of Preemptions	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.	This half-hour live action television program designed to meet the educational and informational needs of children. Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	
Non-Core Educational and Informational Programming (3 of 4)	
	Response
Program Title	JACK HANNA ANIMAL ADVENTURES (Digital 9.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 6-630AM 1/2-3/26/11
Total times aired at regularly scheduled time:	13
Number of Preemptions	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.	In this program the camera follows Hanna as he spends time with the people that are knowledgeable about each animal habitat, teaching as he goes. The object of the program is to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. This half hour television program is designed to meet the educational and informational needs of children.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (4 of 4)	Response
Program Title	TEEN KIDS NEWS (Digital 9.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays 630-7AM 1/1-3/26/11
Total times aired at regularly scheduled time:	13
Number of Preemptions	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.	Kids News is a weekly program that provides information and news to kids that is compelling as well as entertaining. The focus of this program is young people, letting them tell their stories in their own words. The large diverse news anchor team is unique in television and have a great appeal to kids who identify and emulate them. The objective of the program will serve the audience in a way that will make a difference in their lives. It will insert the clear voice of the kid into the adult-dominated media and provide a unique perspective to the news.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?

Yes

Date and Time Aired:

Questions	Response
Date Time	

**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	Shirley Dale
Address	3221 Evans Street
City	Greenville
State	NC
Zip	27834
Telephone Number	252-355-8500
Email Address	sdale@wnct.com

<p>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.</p>	<p>On June 12, 2009 the station transitioned to digital television. The station's responses to Questions 4, 7, 10 reflect this termination of analog service. The Station did not broadcast an analog signal during this quarter. The licensee's response to 7(b) therefore assumes that the Station's current main program stream serves as the equivalent to the Station's former analog channel. NOTE: WNCT broadcasts our digital signal on VHF channel 10. These broadcasts are "branded" as 9.1 and 9.2. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in children programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming: None. WNCT-TV airs Public Service announcements of various lengths that are designed specifically to meet the educational and informational needs of children as well as Public Service Announcements that are designed for the general audience, but have messages applicable to children. WNCT non broadcast efforts include the participation of Anchors and Meteorologists as guest speakers and emcees for community groups. Station tours are conducted for Scouts, churches, and schools for children of all ages. During the tours and station visits meteorologists explains various aspects of the weather, including words like humidity, temperature and how satellites and computers are used to forecast the weather. They also express the importance of science and math to those interested in becoming a weather forecaster. During the quarter, WNCT invited Classrooms from 3rd to 8th Grade to sign up and ask questions and submit classroom photographs that could be used in the weather broadcasts on WNCT-TV 9 and on wnct.com. The Storm Team Students program includes free educational handouts, a chance to learn about weather safety and weather mythology from around the world. WNCT now has a network of 10 weather stations placed in Middle Schools throughout the viewing area called Storm Net 9. These weather stations have a display panel that teachers can use to show the current weather data. Children learn about the weather patterns and how they affect our weather. WNCT produces Assignment Education, which covers the problems, concerns and success of students. NOTE: WNCT / Greenville-New Bern records their 3-hours of kids 3/l programming from CBS for playback a few hours later and unfortunately we had some technical difficulties with a server Saturday, February 5, 2011. Every other show had audio, but no video (7A ran OK, 730A did not so we rebroadcast the 7A program again; 8A ran OK, 830A did not so we rebroadcast the 8A program again; the 9A program ran OK, but the 930A program did not so sd rebroadcast the 9A program again).</p>
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Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	BUSYTOWN MYSTERIES - I (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-730AM
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.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 12)	Response
Program Title	BUSYTOWN MYSTERIES - II (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 730-8AM
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.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 12)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 8-830AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 12)	Response
Program Title	TROLLZ (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 830-9AM

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.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 12)	Response
Program Title	HORSELAND - I (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9-930AM
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 12)	Response
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Program Title	HORSELAND - II (Digital 9.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 930-10AM
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 12)	Response
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Program Title	EDGEMONT (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 12-1230Pm
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.	Edgemont is designed to entertain its core teen audience and also to 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.
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Other Matters (8 of 12)	Response
Program Title	EDGEMONT (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 1230-1PM
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.	Edgemont is designed to entertain its core teen audience and also to 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.

Other Matters (9 of 12)	Response
Program Title	MADE IN HOLLYWOOD (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 12-1230PM
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.	To provide for adolescent boys and girls in the 13-16 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. 13-16

Other Matters (10 of 12)	Response
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Program Title	MADE IN HOLLYWOOD (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 1230-1PM
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.	To provide for adolescent boys and girls in the 13-16 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. 13-16

Other Matters (11 of 12)	Response
Program Title	MAGI NATION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-730AM
Total times aired at regularly scheduled time	13
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.	To provide for adolescent boys and girls in the 13-16 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. 13-16

Other Matters (12 of 12)	Response
Program Title	MAGI NATION (Digital 9.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 730-8AM
Total times aired at regularly scheduled time	13
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.

"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tonys new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers plans and protect their world.

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>Media General Communications Holdings, LLC</p>

Attachments

No Attachments.