



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-119513** | Submit Date: **04/08/2011** | Call Sign: **WYCW** | Facility ID: **70149** | City:  
**ASHEVILLE** | 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
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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	Greenville-Spart-Ashvll-Ands
	Web Home Page Address	WWW.CAROLINASCW.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:	3.0
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(19)

Digital Core Program (1 of 19)	Response
Program Title	CUBIX: ROBOTS FOR EVERYONE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7AM 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 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. The Botties and their robots tackle personal and community adversities in creative story lines. Within this framework, children can see age appropriate problem solving strategies and learn to model the appropriate behavior. Through the Botties' experiences, viewers learn to overcome self-esteem and social competency issues, demonstrating to children that self-confidence, courage and resilience are necessary tools for problem solving and establishing good interpersonal relationships. Moreover, the characters inspire and promote altruistic behaviors, such as community participation, support, resilience, tolerance and leadership skills.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 19)	Response
Program Title	CUBIX: ROBOTS FOR EVERYONE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7:30AM 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 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. The Botties and their robots tackle personal and community adversities in creative story lines. Within this framework, children can see age appropriate problem solving strategies and learn to model the appropriate behavior. Through the Botties' experiences, viewers learn to overcome self-esteem and social competency issues, demonstrating to children that self-confidence, courage and resilience are necessary tools for problem solving and establishing good interpersonal relationships. Moreover, the characters inspire and promote altruistic behaviors, such as community participation, support, resilience, tolerance and leadership skills.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 19)	Response
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Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7AM 2/19-3/26/11
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.	The target audience for Magi-Nation is made up of seven to twelve year old boys and girls across a broad spectrum of racial, ethnic and socio-economic categories. The level of educational content is varied so as to be meaningful to youngsters throughout the age range-challenging younger viewers and reinforcing learning for older ones. The general learning goal and discrete educational objectives are fully integrated with the story-line, characters and settings that make up "Magi Nation." By focusing on the thrilling adventures of Tony, Edyn and Strag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 19)	Response
Program Title	MAGI-NATION

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 7:30AM 2/19-3/26/11
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.	The target audience for Magi-Nation is made up of seven to twelve year old boys and girls across a broad spectrum of racial, ethnic and socio-economic categories. The level of educational content is varied so as to be meaningful to youngsters throughout the age range-challenging younger viewers and reinforcing learning for older ones. The general learning goal and discrete educational objectives are fully integrated with the story-line, characters and settings that make up "Magi Nation." By focusing on the thrilling adventures of Tony, Edyn and Strag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 19)		Response
Program Title		ANIMAL ATLAS CLASSIC
Origination		Syndicated



Days/Times Program Regularly Scheduled	SUNDAY 10AM 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.	This program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 19)</b>	<b>Response</b>
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM 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.	This program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 19)		Response
Program Title		REAL LIFE 101
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAY 11AM 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.		Fresh fast-paced entertainment and direction for teens that utilizes today's music and humor to provide career guidance. FCC Friendly Core Programming that encourages young people to follow their dreams. Real Life 101 looks at real people doing real jobs. On this television series, teenagers will meet successful people who really enjoy what they do for a living. They open up their professions for young people to explore.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (8 of 19)		Response
Program Title	AWESOME ADVENTURES	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM 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.	Awesome Adventures is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or over pedantic, but rather, the goal is to make the learning fun.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (9 of 19)		Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAY 12PM 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.	In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jacks talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pre-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 (10 of 19)		Response
Program Title		WILD ABOUT ANIMALS
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUNDAY 12:30PM 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.		Wild About Animals is produced for children 16 and under (specific target audience is 13-16). The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of at least four (4) stories designed to teach children about exotic and unique animals from the wild, as well as to educate them further about animals they see every day.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (11 of 19)		Response
Program Title		DOODLEBOPS ROCKIN' ROAD SHOW - I [MULTI-CAST DT 62.2]
Origination		Network
Days/Times Program Regularly Scheduled		SATURDAY 10AM 1/1-1/29/11; SATURDAY 11AM 2/5-3/26/11

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	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 (12 of 19)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM 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 (13 of 19)	Response
Program Title	SABRINA'S SECRET LIFE [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM 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

<b>Digital Core Program (14 of 19)</b>	<b>Response</b>
Program Title	SABRINA; ANIMATED SERIES [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM 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

<b>Digital Core Program (15 of 19)</b>	<b>Response</b>
Program Title	BUSYTOWN MYSTERIES I [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 8AM 1/2-1/30/11; SATURDAY 10AM 2/5-3/26/11
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	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 (16 of 19)	Response
Program Title	BUSYTOWN MYSTERIES II [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 8:30AM 1/2-1/30/11; SATURDAY 10:30AM 2/5-3/26/11
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	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 (17 of 19)	Response
Program Title	TROLLZ [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM 2/5-3/26/11
Total times aired at regularly scheduled time	7
Total times aired	8
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	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.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	TROLLZ [MULTI-CAST DT 62.2]
List date and time rescheduled	SATURDAY 3/12/11 9:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	SATURDAY 3/12/11
Reason for Preemption	Sports

Digital Core Program (18 of 19)	Response
Program Title	HORSELAND I [MULTI-CAST DT 62.2]
Origination	Network

Days/Times Program Regularly Scheduled	SUNDAY 8AM 2/6-3/27/11
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	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 (19 of 19)	Response
Program Title	HORSELAND II [MULTI-CAST DT 62.2]
Origination	Network

Days/Times Program Regularly Scheduled	SUNDAY 8:30AM 2/6-3/27/11
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	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

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	STEPHANIE CAUTHEN
Address	250 INTERNATIONAL DRIVE
City	SPARTANBURG
State	SC
Zip	29303
Telephone Number	864-595-4606
Email Address	SCAUTHEN@WSPA.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.	The Station has terminated analog programming. The licensee's response to questions 7(b) therefore assumes that the Station's current main program stream serves as the equivalent to the Station's former analog channel. 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's 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.



Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 7AM 4/2-6/25/11
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.	The target audience for Magi-Nation is made up of seven to twelve year old boys and girls across a broad spectrum of racial, ethnic and socio-economic categories. The level of educational content is varied so as to be meaningful to youngsters throughout the age range-challenging younger viewers and reinforcing learning for older ones. The general learning goal and discrete educational objectives are fully integrated with the story-line, characters and settings that make up "Magi Nation." By focusing on the thrilling adventures of Tony, Edyn and Strag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.

Other Matters (2 of 14)	Response
Program Title	MAGI-NATION
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 7:30AM 4/2-6/25/11
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.	The target audience for Magi-Nation is made up of seven to twelve year old boys and girls across a broad spectrum of racial, ethnic and socio-economic categories. The level of educational content is varied so as to be meaningful to youngsters throughout the age range-challenging younger viewers and reinforcing learning for older ones. The general learning goal and discrete educational objectives are fully integrated with the story-line, characters and settings that make up "Magi Nation." By focusing on the thrilling adventures of Tony, Edyn and Strag and the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. Learning is attractive, natural and becomes part of the overall excitement of the series.
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Other Matters (3 of 14)	Response
Program Title	ANIMAL ATLAS CLASSIC
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10AM 4/3-6/26/11
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 program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.

Other Matters (4 of 14)	Response
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 10:30AM 4/3-6/26/11
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 program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.

Other Matters (5 of 14)	Response
Program Title	REAL LIFE 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11AM 4/3-6/26/11
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.	Fresh fast-paced entertainment and direction for teens that utilizes today's music and humor to provide career guidance. FCC Friendly Core Programming that encourages young people to follow their dreams. Real Life 101 looks at real people doing real jobs. On this television series, teenagers will meet successful people who really enjoy what they do for a living. They open up their professions for young people to explore.

Other Matters (6 of 14)	Response
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 11:30AM 4/3-6/26/11
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.	Awesome Adventures is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or over pedantic, but rather, the goal is to make the learning fun.

Other Matters (7 of 14)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12PM 4/3-6/26/11
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.	In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jacks talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pre-social values within an environmentally responsible universe.
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Other Matters (8 of 14)	Response
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAY 12:30PM 4/3-6/26/11
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.	Wild About Animals is produced for children 16 and under (specific target audience is 13-16). The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of at least four (4) stories designed to teach children about exotic and unique animals from the wild, as well as to educate them further about animals they see every day.

Other Matters (9 of 14)	Response
Program Title	BUSYTOWN I [MULTICAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10AM 4/2-6/25/11
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 (10 of 14)	Response
Program Title	BUSYTOWN II [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 10:30AM 4/2-6/25/11
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 (11 of 14)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11AM 4/2-6/25/11

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 (12 of 14)	Response
Program Title	TROLLZ [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY 11:30AM 4/2-6/25/11
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 (13 of 14)	Response
Program Title	HORSELAND I [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 8AM 4/3-6/26/11
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 (14 of 14)	Response
Program Title	HORSELAND II [MULTI-CAST DT 62.2]
Origination	Network
Days/Times Program Regularly Scheduled	SUNDAY 8:30AM 4/3-6/26/11
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years

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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.
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Certification

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

**Attachments**

No Attachments.