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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003746807** | File Number: **CPR-123850** | Submit Date: **10/05/2011** | Call Sign: **KWBJ-CD** | Facility ID: **24218**
City: **MORGAN CITY** | State: **LA**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/05/2011**
Filing Status: **Active**

Report reflects information for : First Quarter of 2011

General Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact Representatives (0)

Contact Name	Address	Phone	Email	Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Independent
	Affiliated network	
	Nielsen DMA	Baton Rouge
	Web Home Page Address	

Digital Core Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	6.0
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	0.0
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:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(10)

Digital Core Program (1 of 10)	Response
Program Title	Laura McKenzie's Traveler
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 8:30am/Saturdays, 2:00pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Laura McKenzie is one of the nation's foremost travel experts. Laura hosts a series visiting her favorite destinations around the world. The program highlights historic, educational and entertainment elements of each destination.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 3:30pm/Wednesdays, 4:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild America travels across the United States profiling the different wildlife in various areas of the country. The program stresses conservation and understanding of the animal's habitat.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 10)	Response
Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 4:00pm/Thursdays, 4:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of Whaddyado is an educational life-lesson, based in reality, intended to prepare young people for potential situations that they may face. Through dramatic re-enactments, Whaddyado documents the event, interviews the participants, and talks to various experts who explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, a moral dilemna segment is featured in each show.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 10)	Response
Program Title	Jack Hanna's Animal Adventure
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 4:30pm/Saturdays, 8:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jack Hanna is followed by the camera as he spends time with nature's creatures. Jack talks with people that are knowledgeable of animals and passes along valuable information to help us learn more and to be conservationists of our natural resources.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 10)	**Response**
Program Title	3 Wide Life
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays, 4:00pm/Saturdays, 2:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Three Wide Life is an entertaining and informative look at life inside the garages of professional auto racing teams. Entertaining to race fans, the program also educates new viewers about the business, the drivers and the people behind the teams.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 10)	**Response**
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays, 4:00pm/Saturdays, 9:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas educates and informs children with up close and personal journeys into the wild and wacky behavior of animals. Following the tradition of National Geographic, each safari introduces viewers to species from some of the world's most obscure locales.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 10)	**Response**
Program Title	Teen Kid News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 3:00pm/Saturdays, 10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dynamic television news program for teens and pre-teens produced by teens. Program provides a young people's perspective on current events and provides downloadable content for teachers to use with students in improving reading, writing and public speaking skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)	**Response**
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 4:00pm/Saturdays, 9:30am
Total times aired at regularly scheduled time	13

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company provides CORE programming in the area of environment and preservation of the earth's resources. The "E-co team" learns about global warming by asking questions to uncover the truths and myths of the issue. The program also profiles teen and school organizations that are making a difference, and young entrepeneurs who take their passion for green to develop ideas and products for a sustainable future.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)	**Response**
Program Title	In The Zone Presents
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 3:30pm/Saturdays, 10:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Former NBA star Magic Johnson and guests, many of whom are also current or former NBA stars, teach teens the importance of conditioning and education in order to master the intricacies of sports.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 10)	**Response**
Program Title	South Louisiana Quiz Bowl
Origination	Local

Days/Times Program Regularly Scheduled	Saturdays, 5:00pm/Sundays, 5:00pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	60 mins
Age of Target Child Audience	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Locally produced academic competition for junior and senior high school students. Participants represent their schools in teams of four by answering questions on diverse academic, cultural and current event subjects. Questions are obtained from professional sources that certify their accuracy.
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)?	
Name of children's programming liaison	Chris Hunter
Address	608 Michigan St.
City	m
State	LA
Zip	70380
Telephone Number	985-384-6960
Email Address	chunter@kwbj.net
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.	KWBJ airs both locally produced and nationally produced children's public service announcements. These PSA's are listed in our public file. During this quarter, KWBJ has produced and aired "Shining Stars of 2011." It is a series of 60 second features profiling some of the top high school graduates from St. Mary Parish. Graduates from all 8 schools are featured, talking about their high school memories, as well as college and career plan. The features air at various times throughout the broadcast day, and are also inserted on 12 cable stations offered by Allen's TV Cable, Morgan City

Other Matters (0)

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**Price Media**

Attachments

No Attachments.