FCC Federal Communications Commission

(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003720042** | File Number: **CPR-139637** | Submit Date: **04/03/2013** | Call Sign: **WZRB** | Facility ID: **136750** | City: **COLUMBIA** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/03/2013** | Filing Status: **Active**

## Report reflects information for : First Quarter of 2013

**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 | Network Affiliation |
| | Affiliated network | The CW |
| | Nielsen DMA | Columbia SC |
| | Web Home Page Address | www.wzrb.tv |

**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 | 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(8)**

| Digital Core Program (1 of 8) | Response |
| --- | --- |
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:00am |
| Total times aired at regularly scheduled time | 10 |
| 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. | Each week the Rescue Heroes are called to mobilize around the globe to protect the world from natural and man made disasters. Social and emotional character stories are embedded in the stories using humor to convey messages to keep an open mind ask for help, face your fears, persistence pays off, be prepared and emphasizes procedures, training and team work. At the end of each episode the Rescue Rangers reinforce various safety tips, and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 8) | Response |
| --- | --- |
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:30am |
| Total times aired at regularly scheduled time | 10 |
| 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. | Each week the Rescue Heroes are called to mobilize around the globe to protect the world from natural and man made disasters. Social and emotional character stories are embedded in the stories using humor to convey messages to keep an open mind ask for help, face your fears, persistence pays off, be prepared and emphasizes procedures, training and team work. At the end of each episode the Rescue Rangers reinforce various safety tips, and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 8) | Response |
|---|---|
| Program Title | The Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:00am |
| Total times aired at regularly scheduled time | 3 |
| 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 | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Oscar, in the role of his alter-ego, Nanoboy, harnesses and uses the power of science and technology to save his world from the meanest and ugliest villains around. In doing so, he teaches target viewers the elements of science and enticingly demonstrates how knowledge can be used to solve difficult problems and meet important aims. This learning becomes all the more impactful because young viewers can readily relate to Oscar. He's bright and fun-loving, and like all kids, he's not perfect. Oscar is small for his age, athletically challenged, and perhaps even a bit nerdy. But when Oscar and his friends are faced with peril, Oscar magically transforms from "every-kid" into amazing Nanoboy. Through observation, viewers gain the motivation to use learning, knowledge, and action to transform themselves to meet challenges in their own lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (4 of 8) | Response |
|---|---|
| Program Title | The Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:30am |
| Total times aired at regularly scheduled time | 3 |
| 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 | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Oscar, in the role of his alter-ego, Nanoboy, harnesses and uses the power of science and technology to save his world from the meanest and ugliest villains around. In doing so, he teaches target viewers the elements of science and enticingly demonstrates how knowledge can be used to solve difficult problems and meet important aims. This learning becomes all the more impactful because young viewers can readily relate to Oscar. He's bright and fun-loving, and like all kids, he's not perfect. Oscar is small for his age, athletically challenged, and perhaps even a bit nerdy. But when Oscar and his friends are faced with peril, Oscar magically transforms from "every-kid" into amazing Nanoboy. Through observation, viewers gain the motivation to use learning, knowledge, and action to transform themselves to meet challenges in their own lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 8) | Response |
|---|---|
| Program Title | Made In Hollywood: Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 12:30pm |
| 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. | This half hour program is designed to expose young people to career opportunities in the multi-media industry. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 8) | Response |
|---|---|
| Program Title | Jack Hanna's Animal Adventures |

| | |
|---|---|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 1:00pm |
| 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. | A live action, wildlife adventure series featuring "Jungle Jack" Hanna as he takes viewers around the globe in celebration of the world's wildlife. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack 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 pro-social values within an environmentally responsible universe. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (7 of 8) | Response |
|---|---|
| Program Title | Jack Hanna's Animal Adventures |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 1:30pm |
| 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. | A live action, wildlife adventure series featuring "Jungle Jack" Hanna as he takes viewers around the globe in celebration of the world's wildlife. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack 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 pro-social values within an environmentally responsible universe. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 8) | Response |
|---|---|
| Program Title | Wild America |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | 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. | This show uses the American outdoors as a setting to teach lessons about the environments and conservation. |
| 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 | Gracie Williams |
| Address | 1747 Cushman Drive |
| City | Columbia |
| State | SC |
| Zip | 29204 |
| Telephone Number | 803-714-2347 |
| Email Address | graciew@roberts-companies.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. | |

**Other Matters (6)**

| Other Matters (1 of 6) | Response |
| --- | --- |
| Program Title | The Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:00am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Oscar, in the role of his alter-ego, Nanoboy, harnesses and uses the power of science and technology to save his world from the meanest and ugliest villains around. In doing so, he teaches target viewers the elements of science and enticingly demonstrates how knowledge can be used to solve difficult problems and meet important aims. This learning becomes all the more impactful because young viewers can readily relate to Oscar. He's bright and fun-loving, and like all kids, he's not perfect. Oscar is small for his age, athletically challenged, and perhaps even a bit nerdy. But when Oscar and his friends are faced with peril, Oscar magically transforms from "every-kid" into amazing Nanoboy. Through observation, viewers gain the motivation to use learning, knowledge, and action to transform themselves to meet challenges in their own lives. |

| Other Matters (2 of 6) | Response |
| --- | --- |
| Program Title | The Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays @ 7:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 5 years to 10 years |

| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Oscar, in the role of his alter-ego, Nanoboy, harnesses and uses the power of science and technology to save his world from the meanest and ugliest villains around. In doing so, he teaches target viewers the elements of science and enticingly demonstrates how knowledge can be used to solve difficult problems and meet important aims. This learning becomes all the more impactful because young viewers can readily relate to Oscar. He's bright and fun-loving, and like all kids, he's not perfect. Oscar is small for his age, athletically challenged, and perhaps even a bit nerdy. But when Oscar and his friends are faced with peril, Oscar magically transforms from "every-kid" into amazing Nanoboy. Through observation, viewers gain the motivation to use learning, knowledge, and action to transform themselves to meet challenges in their own lives. |
|---|---|

| Other Matters (3 of 6) | Response |
|---|---|
| Program Title | Made In Hollywood: Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 12:30pm |
| 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 half hour program is designed to expose young people to career opportunities in the multi-media industry. |

| Other Matters (4 of 6) | Response |
|---|---|
| Program Title | Jack Hanna's Animal Adventures |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 1:00pm |
| 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. | A live action, wildlife adventure series featuring "Jungle Jack" Hanna as he takes viewers around the globe in celebration of the world's wildlife. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack 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 pro-social values within an environmentally responsible universe. |

| Other Matters (5 of 6) | Response |
|---|---|
| Program Title | Jack Hanna's Animal Adventures |
| Origination | Syndicated |

| | |
|---|---|
| Days/Times Program Regularly Scheduled | Saturdays @ 1:30pm |
| 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. | A live action, wildlife adventure series featuring "Jungle Jack" Hanna as he takes viewers around the globe in celebration of the world's wildlife. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack 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 pro-social values within an environmentally responsible universe. |

| Other Matters (6 of 6) | Response |
|---|---|
| Program Title | Wild America |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays @ 2:00pm |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This show uses the American outdoors as a setting to teach lessons about the environments and conservation. |

## 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. | **Roberts Broadcasting Company of Columbia, SC, LLC** |

## Attachments

No Attachments.