



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003720042** | File Number: **CPR-127298** | Submit Date: **01/10/2012** | Call Sign: **WZRB** | Facility ID: **136750** | City: **COLUMBIA** | State: **SC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/10/2012** | Filing Status: **Active**

Report reflects information for : **Fourth 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	The CW
	Nielsen DMA	Columbia SC
	Web Home Page Address	www.cw47columbia.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	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(6)

Digital Core Program (1 of 6)		Response
Program Title		Made In Hollywood Teen Edition
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @ 1:30p
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 (2 of 6)		Response
Program Title		Aqua Kids
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays @ 12:00pm
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		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 shows the diversity of marine life around the world, emphasizing the importance of preserving aquatic habitats through hands on collaborations with science researchers and educators. Effective Saturday, November 5, program time moved to 4:00pm
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (3 of 6)		Response
Program Title		Jack Hanna's Into The Wild

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.	Jack Hanna takes viewers into various locations throughout the world and looks at the biology, ecology and conservation of species on the planet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 6)	Response
Program Title	Wild America
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 show uses the American outdoors as a setting to teach lessons about the environments and conservation. Effective Saturday, November 5, program time moved to 3:30pm
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:00a

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	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" addresses the vital learning goals of discovery, analysis and problem-solving. Each program provides an opportunity to model successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the present dilemmas. In the course of a series of intriguing codes, riddles and other puzzle that are presented with along the way, viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 7:30am
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	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" addresses the vital learning goals of discovery, analysis and problem-solving. Each program provides an opportunity to model successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the present dilemmas. In the course of a series of intriguing codes, riddles and other puzzle that are presented with along the way, viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.
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	Gracie Williams
Address	1747 Cushman Drive
City	Columbia
State	SC
Zip	29204
Telephone Number	813-714-2347
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	Made In Hollywood Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 1:30p
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 (2 of 6)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday @ 4:00pm
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 program shows the diversity of marine life around the world, emphasizing the importance of preserving aquatic habitats through hands on collaborations with science researchers and educators.

Other Matters (3 of 6)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 3:30pm
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 show uses the American outdoors as a setting to teach lessons about the environments and conservation.

Other Matters (4 of 6)	Response
Program Title	Jack Hanna's Into The Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 1p
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.

Jack Hanna takes viewers into various locations throughout the world and looks at the biology, ecology and conservation of species on the planet.
Effective Saturday, September 17, program time moves to 1:00pm

Other Matters (5 of 6)

Response

Program Title Magi-Nation

Origination Network

Days/Times Saturdays @ 7:00am
Program
Regularly
Scheduled

Total times aired 13
at regularly
scheduled time

Length of 30 mins
Program

Age of Target 7 years to 12 years
Child Audience
from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "Magi Nation" addresses the vital learning goals of discovery, analysis and problem-solving. Each program provides an opportunity to model successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the present dilemmas. In the course of a series of intriguing codes, riddles and other puzzle that are presented with along the way, viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.

Other Matters (6 of 6)

Response

Program Title Magi-Nation

Origination Network

Days/Times Saturdays @ 7:30am
Program
Regularly
Scheduled

Total times aired 13
at regularly
scheduled time

Length of 30 mins
Program

Age of Target 7 years to 12 years
Child Audience
from

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "Magi Nation" addresses the vital learning goals of discovery, analysis and problem-solving. Each program provides an opportunity to model successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the present dilemmas. In the course of a series of intriguing codes, riddles and other puzzle that are presented with along the way, viewers are given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.

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>Roberts Broadcasting Company of Columbia, SC, LLC</p>

Attachments

No Attachments.