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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0004999660** | File Number: **CPR-119194** | Submit Date: **04/07/2011** | Call Sign: **WDBB** | Facility ID: **71325** | City: **BESSEMER** | State: **AL**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/07/2011** | 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	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Tuscaloosa
	Web Home Page Address	www.wtto21.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:	4.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 11:30am (1/2/11-3/27/11)
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.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from, Where do babies come from, How do animals relate to one another, How does ecology work, What is the relationship between life and death humans and nature. Airs on "digital 1".
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	Noonbury & The Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays and Tuesdays at 8am (1/3/11-3/29/11)
Total times aired at regularly scheduled time	26
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The show uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. Second, the series gives children an opportunity to discover and practice those primary discovery and "learning to learn" understandings and skills which form the groundwork of much further knowledge acquisition. Children learn to ask appropiate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. Airs on "digital 1".
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	Wimzie's House
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays and Thursdays at 8am (1/5/11-3/31/11)
Total times aired at regularly scheduled time	26
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 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. Airs on "digital 1".

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	New Adventures of Madeline
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays at 8am (1/7/11-3/25/11)
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series is based on the classic books by Ludwig Bemelman. Each episode follows the everyday and imaginative adventures of a little French girl Madeline, and her friends. Madeline is clever free-spirited little girl who seems always to rise to the occasion when adversity arises. She discovers happiness comes from having caring friends and a giving attitude; she learns to treasure culture differences, bring balance to her life, the importance of obeying rules and accepting responsibility, discovers the benefits of cooperation, exercise moderation in all things; shows viewers how hurtful exclusion can be and demonstrates the importance of team effort. The educational objective of this program is to portray and reflect these valuable social learning experiences for children in the early and middle periods of childhood. Airs on "digital 1".

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	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 11am (1/2/11-3/27/11)
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 show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question- what do I want to be when I grow up? Airs on "digital 1".
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	Gina D's Kids Club

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays from 7am to 10am (1/1/11-3/26/11)
Total times aired at regularly scheduled time	78
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each family-friendly show is hosted by Gina D, a positive female role model for young children. The major premise of the show is to establish and reinforce positive values and behaviors, through original songs and character performances, that viewing children will choose to adopt and imitate. The show is designed for today's children, incorporating 3D, CGI animation, live characters, puppets and children. Each show ends with Gina D writing a letter to her grandmother to review the educational highlights of the day's events. Airs on "digital 2".
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	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 7am (1/1/11-2/12/11)
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 show is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, feeling robot. A significant purpose of Cubix, is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility. Each episode promotes a specific emotional competency and it is the intent of the series to motivate children to develop a strong self-concept and the social-emotional literacy skills that are now part of the curriculum in schools across the country. Airs on "digital 1".
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	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 7am (2/19/11-3/26/11)
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 shows follows the adventures of teenager Tony Jones, whose world is forever changed when he is mistically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young magic heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world. Airs on "digital 1".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays at 6:30am (1/1/11-2/12/11)
Total times aired at regularly scheduled time:	7
Number of Preemptions	0
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 show is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, feeling robot. A significant purpose of Cubix, is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility. Each episode promotes a specific emotional competency and it is the intent of the series to motivate children to develop a strong self-concept and the social-emotional literacy skills that are now part of the curriculum in schools across the country. Airs on "digital 1".
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 2)	Response

Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled:	Saturdays at 6:30am (2/19/11-3/26/11)
Total times aired at regularly scheduled time:	6
Number of Preemptions	0
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 shows follows the adventures of teenager Tony Jones, whose world is forever changed when he is mistically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young magic heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world. Airs on "digital 1".
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	

Sponsored Core Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Michael Kaletta
Address	651 Beacon Pkwy W Suite 105
City	Birmingham
State	AL
Zip	35209
Telephone Number	(205)943-2168
Email Address	mkaletta@sbgnet.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.	During the 1st quarter of 2011, WDBB aired in excess of 2,000 public service announcements. These PSA's aired daily. Some of the various announcements were for Boystown Teen Hotline, Juvenile Diabetes Foundation, Drug Free America(Teen), Trees are terrific/Arbor day, Nature Explore, etc. ADOPT-A-SCHOOL WDBB is involved in the Adopt-a-School partners in education program. WDBB acts as a business partner to Princeton Alternative School. In this program, WDBB does volunteer work at Princeton such as reading to individual classes, teaching through incentives, awarding outstanding students and teachers with awards certificates and gifts, and sponsoring reading and attendance contests for each grading period. Black History Month: Black History vignettes were produced by WDBB staff to raise awareness of the importance of Black History. Children from Princeton Elementary Alternative school hosted these vignettes.

Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 7am (4/2/11-6/25/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The shows follows the adventures of teenager Tony Jones, whose world is forever changed when he is mistically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young magic heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world. Airs on "digital 1".

Other Matters (2 of 7)	Response
Program Title	Noonbury & The Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays and Tuesdays at 8am (4/4/11-6/28/11)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The show uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. Second, the series gives children an opportunity to discover and practice those primary discovery and "learning to learn" understandings and skills which form the groundwork of much further knowledge acquisition. Children learn to ask appropiate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. Airs on "digital 1".

Other Matters (3 of 7)	Response
Program Title	Wimzie's House

Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays & Thursdays at 8am (4/6/11-6/30/11)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. Airs on "digital 1".

Other Matters (4 of 7)	**Response**
Program Title	New Adventures of Madeline
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays at 8am (4/1/11-6/27/11)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series is based on the classic books by Ludwig Bemelman. Each episode follows the everyday and imaginative adventures of a little French girl Madeline, and her friends. Madeline is clever free-spirited little girl who seems always to rise to the occasion when adversity arises. She discovers happiness comes from having caring friends and a giving attitude; she learns to treasure culture differences, bring balance to her life, the importance of obeying rules and accepting responsibility, discovers the benefits of cooperation, exercise moderation in all things; shows viewers how hurtful exclusion can be and demonstrates the importance of team effort. The educational objective of this program is to portray and reflect these valuable social learning experiences for children in the early and middle periods of childhood. Airs on "digital 1".

Other Matters (5 of 7)	**Response**
Program Title	Career Day

Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 11am (4/3/11-6/26/11)
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 show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question- what do I want to be when I grow up? Airs on "digital 1".

Other Matters (6 of 7)	**Response**
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 11:30am (4/3/11-6/26/11)
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.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from, Where do babies come from, How do animals relate to one another, How does ecology work, What is the relationship between life and death humans and nature. Airs on "digital 1".

Other Matters (7 of 7)	**Response**
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays from 7am to 10am (4/2/11-6/25/11)
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each family-friendly show is hosted by Gina D, a positive female role model for young children. The major premise of the show is to establish and reinforce positive values and behaviors, through original songs and character performances, that viewing children will choose to adopt and imitate. The show is designed for today's children, incorporating 3D, CGI animation, live characters, puppets and children. Each show ends with Gina D writing a letter to her grandmother to review the educational highlights of the day's events. Airs on "digital 2".

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.	**WDBB-TV, Inc**

Attachments

No Attachments.