Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0003175148** | File Number: **CPR-128463** | Submit Date: **04/05/2012** | Call Sign: **WRDC** | Facility ID: **54963** | City: **DURHAM** | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2012** | Filing Status: **Active**

## Report reflects information for : First Quarter of 2012

### 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 | My Network |
| | Nielsen DMA | Raleigh-Durham |
| | Web Home Page Address | www.myrdctv.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(10)

| Digital Core Program (1 of 10) | Response |
|---|---|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Mondays 7AM-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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dog Tales is geared to inform and educate viewers 13-16 years of age about the world of dogs. Each episode profiles a breed, its' history, its' popularity and its' characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The show will feature families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. Also, the show will have several dog experts, explaining the various dog needs, health, nutrition, safety, and care. This program will air on the main digital stream. |
| 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 | Dragonfly TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Tuesdays 7AM-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 | 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 features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the main digital stream. |
| 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 | Wednesdays 7AM-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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The educational goal of this program is to show teens the proper reaction when faced with everyday circumstances. The program will, through dramatic reenactments, document ordinary teens who accidentally find themselves in perilous and challenging situations, interview the participants and talk to various experts who will explain what the proper reaction should be when faced with similar life-threatening circumstances. A moral dilemma segment will be featured in each show in an effort to help teens to make the right decision at the right moment. This program will air on the main digital stream. |
| 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 | Live Life and Win! |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Thursdays 7AM-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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Live Life & Win! is designed "to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The series will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream. |
| 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 | Made in Hollywood: Teen Edition |

| | |
|---|---|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Fridays 7AM-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 | 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 gives young viewers an inside look at how their favorite shows and movies are made. Program topics include subjects such as animation, producing and directing, costume design, casting and 3D technology. By introducing the viewers to behind-the-scenes filmmaking, it gives them an idea of career opportunities focusing on the creative, technical and artistic skills needed in the motion picture and television industries. This program will air on the main digital stream. |
| 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 | Wild America |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7AM-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 | 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? Do animals relate to one another? How does ecology work? And what is the relationship between life and death/humans and nature? This program aired on the main digital stream. |
| 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 | Mad About |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7:30AM-8AM |
| 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. | Through the techniques of sketch comedy, music videos, animation and kid on the street interviews the show explores healthy snacks, proper exercise, financial literacy, the importance of budgeting, cyber bullying preventions, etc. As teens are entertained, they also learn and are inspired to make quality life decisions. This program aired on the main digital stream. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| **Digital Core Program (8 of 10)** | **Response** |
|---|---|

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|---|---|
| Program Title | Elizabeth Stanton's Great Big World |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays 11AM-11:30AM |
| 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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Elizabeth Stanton's Great Big World provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in ares of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program aired on the main digital stream. |
| 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 | Areil & Zoey & Eli Too |

| | |
|---|---|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Monday-Friday 4:30pm-5pm |
| Total times aired at regularly scheduled time | 65 |
| 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 is a musical variety show that is driven by three siblings, and empowers children to accomplish their goals and their dreams. AZE2 accomplishes this through interviewing people who excel in their profession and have a positive message for kids. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program aired on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming. |
| 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 | Beta Records |
| Origination | Syndicated |

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|---|---|
| Days/Times Program Regularly Scheduled | Saturday 7am-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 | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | BETA RECORDS TV is a weekly half-hour music centric show with a magazine format that has segments featuring major & indie artist interviews and unplugged performances in BETA's studios. Also featured are "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault, which has legendary artists, and discussions about music as it pertains to fashion and pop culture. Throuth this program viewers learn the ins and outs of the music business and the influence music has on our culture. This program aired on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming. |
| 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 | Scott Bradsher |
| Address | 3012 Highwoods Blvd, Suite 101 |
| City | Raleigh |
| State | NC |
| Zip | 27604 |
| Telephone Number | 919-872-9535 |
| Email Address | sbradsher@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. | WRDC aired approximately 3 hours of Kid related PSA's for the 1st quarter. The PSA's were about such subjects as: Environment, education, crime, Health, and fitness. WRDC also gives station tours, for school groups and scout troops. |

## Other Matters (10)

| Other Matters (1 of 10) | Response |
|---|---|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Mondays 7AM-7:30AM |
| 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. | Dog Tales is geared to inform and educate kids 13-16 years of age about the world of dogs. Each episode profiles a breed, its' history, its' popularity and its' characteristics. Viewers will learn the differences in dogs, and how they affect their lives. The show will feature families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. Also, the show will have several dog experts, explaining the various dog needs, health, nutrition, safety, and care. This program will air on the main digital stream. |

| Other Matters (2 of 10) | Response |
|---|---|
| Program Title | Dragonfly TV |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Tuesdays 7AM-7:30AM |
| 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. | "Dragon Fly" features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem solving skills. Young viewers see kids like themselves investigating, dreaming and doing. This program will air on the main digital stream. |

| Other Matters (3 of 10) | Response |
|---|---|
| Program Title | Whaddyado |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesdays 7AM-7:30AM |
| 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. | "Whaddyado" is an E/I series where we present real life situations teens may find themselves in and use actual footage to figure out the best way to handle different problems. Such as... "What do you do if you are the first person at an accident scene? "What do you do if you are shopping with a friend and he/she begins to shop lift?" We talk to various experts who explain what the proper action or reaction should be when faced with either a perilous situation or a moral dilemma. Important information presented so that teens will be interested in learning "Whaddyado"...both entertaining and educational. This program will air on the main digital stream. |

| **Other Matters (4 of 10)** | **Response** |
|---|---|
| Program Title | Live Life and Win! |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Thursdays 7AM-7:30AM |
| 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. | Live Life & Win! is designed "to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The series will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream. |

| **Other Matters (5 of 10)** | **Response** |
|---|---|
| Program Title | Made in Hollywood: Teen Edition |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Fridays 7AM-7:30AM |
| 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. | Teen Edition provides its target age group of teens 13-16 with behind-the-screen background & techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. This program will air on the main digital stream. |

| **Other Matters (6 of 10)** | **Response** |
|---|---|
| Program Title | Wild America |

| | |
|---|---|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7AM-7:30AM |
| 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? Do animals relate to one another? How does ecology work? And what is the relationship between life and death/humans and nature? This program will air main digital stream. |

| **Other Matters (7 of 10)** | **Response** |
|---|---|
| Program Title | Mad About |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7:30AM-8AM |
| 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. | Through the techniques of sketch comedy, music videos, animation and kid on the street interviews the show explores healthy snacks, proper exercise, financial literacy, the importance of budgeting, cyber bullying preventions, etc. As teens are entertained, they also learn and are inspired to make quality life decisions. This program will air on the main digital stream. |

| **Other Matters (8 of 10)** | **Response** |
|---|---|
| Program Title | Elizabeth Stanton's Great Big World |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays 11AM-11:30AM |
| 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. | Elizabeth Stanton's Great Big World provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in ares of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program will air on the main digital stream. |

| **Other Matters (9 of 10)** | **Response** |
|---|---|
| Program Title | Ariel & Zoey & Eli Too |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Mondays-Friday 4:30PM-5PM |
| Total times aired at regularly scheduled time | 65 |
| 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 is hosted by three siblings; twin girls, Ariel and Zoey, and their younger brother Eli. As hosts, these children entertain and inform their audience through song, dance, music and dialogue. This show supports and encourages respect for others, having integrity, following directions, putting forth your best effort and taking responsibility; which is a wonderful message for American youth. This program is an upbeat, diverse and entertaining series that will inform young people on a variety of subjects, while keeping their interest. This program will air on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming. |

| **Other Matters (10 of 10)** | **Response** |
|---|---|
| Program Title | Beta Records |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturdays 7am-7:30am |
| 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. | Beta Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer and music executive tips, Internet heroes, The vault (legendary artists), and music as it pertains to fashion and pop culture. This program will air on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming. |

## 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.<br>**FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID**<br>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.<br>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. | **Raleigh (WRDC-TV) Licensee, Inc.** |

## Attachments

No Attachments.