



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0005047105** | File Number: **CPR-122030** | Submit Date: **07/08/2011** | Call Sign: **WMYT-TV** | Facility ID: **20624** |

City: **ROCK HILL** | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

07/08/2011 | Filing Status: **Active**

Report reflects information for : **Second 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	MNT
	Nielsen DMA	Charlotte
	Web Home Page Address	www.wmyt12.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(11)

Digital Core Program (1 of 11)		Response
Program Title		Smart Start Kids (channel 55.1/55.2)
Origination		Local
Days/Times Program Regularly Scheduled		Sunday 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		3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Shows the best development practices for families with pre-school children and encourages the children to emulate these positive behaviors in their daily lives. A magazine type format with children as the stars. The children travel and experience new places across North Carolina.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (2 of 11)		Response
Program Title		Adventures In Odyssey (channel 55.3)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 11:30am
Total times aired at regularly scheduled time		13
Total times aired		13
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		1
Length of Program		30 mins
Age of Target Child Audience		8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Adventures in Odyssey presents exciting entertainment that brings moral and biblical principles to life. Set in the small town of Odyssey, the stories range from comedy to suspense, from romance to mystery. The show's memorable, fun characters and situations are designed to ignite the imaginations of tweens - while captivating the attention of the entire family.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 11)	Response
Program Title	The Adventures of Donkey Ollie (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30am
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Follow along with a donkey named Ollie through Jesus' time as he meets new characters and learns many valuable lessons along the way. Like Veggie Tales, Donkey Ollie is animated with incredible graphics, songs and morals lessons for children.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 11)	Response
Program Title	Gina D (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30am
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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.	Gina D's Kids Club is an exciting new educational television program and DVD video series for preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 11)	Response
Program Title	God Rocks (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fun and music-filled, educational program is founded on Luke 14:40, "If the people fall silent, the stones will cry out." Rock characters from the imaginary town of Rocky Ridge live to sing and praise God just in case humans fail to do so.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 11)	Response
Program Title	Quigley's Village (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00am
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Quigley's Village is a delightful place where children learn Christian values. This award-winning series provides the very best in entertainment with important lessons to help children learn & grow.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 11)		Response
Program Title		Swamp Critters (channel 55.3)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 11:00am
Total times aired at regularly scheduled time		13
Total times aired		12
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		1 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Animal puppets sing and teach value-centered lessons in decision-making and self esteem.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (8 of 11)		Response
Program Title		Animal Rescue (channel 55.1/55.2)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday 11:00am
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 Rescue teaches respect and compassion for all living creatures, gives information on medical rehabilitation treatments and the techniques and teamwork of rescue personnel. Advice is also given for safety tips. In addition, it educates young viewers about the animals themselves their habitats, development, and behavior and also promotes awareness of important environmental issues.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 11)	Response
Program Title	Edgemont (channel 55.1/55.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Friday 9am
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship, and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 11)	Response
Program Title	Another Sommertime Adventure (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 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	4 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children will be captivated when they hear author Carl Sommer tell these interesting and exciting award-winning stories. Along with the story, Mr. Sommer teaches children character-building lessons on how they can live successful lives. The stories communicate a warmth and tenderness that is certain to delight children as they learn positive character traits. Each action-filled story has realistic sound effects, dynamic music, and an award-winning Karacter KidzR song. Twenty of the books and read-alongs from which these videos are taken from have won: Teachers' Choice Award, Mom's Choice Award, Benjamin Franklin Award, ForeWord Magazine Book of the Year Award, The Communicator Award, Family Review Center Gold Award, and iParenting Media Award.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 11)	Response
Program Title	Earl The Emu (channel 55.3)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00am
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	5 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pat Winston and her life-size, fun-loving friend, Earl, uses Bible stories and cool crafts to foster spiritual, ethical, and moral development in young children.
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	Chris Wolf
Address	3501 Performance Road
City	Charlotte
State	NC
Zip	28214
Telephone Number	704-944-3340
Email Address	cwolf@wmyt12.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.	Channel 55.1 is WMYT's HD Channel. Channel 55.2 is WMYT's SD Channel which carries the same programming, including children's programming, as Channel 55.1. With respect to Channel 55.3, WMYT leases that multicast channel to WGTB-LP/WordNet, a Class A Television station and FamilyNet network affiliate in the Charlotte DMA. Information regarding children's programming aired on Channel 55.3 is included in this report. WMYT terminated analog service prior to July 1, 2009, and has answered Questions 7(b) and 7(c) "YES" in order to avoid filing an unnecessary exhibit.

Other Matters (15)

Other Matters (1 of 15)	Response
Program Title	Edgemont (channel 55.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday-Friday 9am
Total times aired at regularly scheduled time	51
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship, and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Other Matters (2 of 15)	Response
Program Title	Smart Start Kids (channel 55.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sunday 10:30am
Total times aired at regularly scheduled time	13
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.	Shows the best development practices for families with pre-school children and encourages the children to emulate these positive behaviors in their daily lives. A magazine type format with children as the stars. The children travel and experience new places across North Carolina.

Other Matters (3 of 15)	Response
Program Title	Animal Rescue (channel 55.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 11:00am
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.	Animal Rescue teaches respect and compassion for all living creatures, gives information on medical rehabilitation treatments and the techniques and teamwork of rescue personnel. Advice is also given for safety tips. In addition, it educates young viewers about the animals themselves their habitats, development, and behavior and also promotes awareness of important environmental issues.
Other Matters (4 of 15)	Response
Program Title	Adventures in Odyssey(channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Adventures in Odyssey presents exciting entertainment that brings moral and biblical principles to life. Set in the small town of Odyssey, the stories range from comedy to suspense, from romance to mystery. The show's memorable, fun characters and situations are designed to ignite the imaginations of tweens - while captivating the attention of the entire family.
Other Matters (5 of 15)	Response
Program Title	The Adventures of Donkey Ollie (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Follow along with a donkey named Ollie through Jesus' time as he meets new characters and learns many valuable lessons along the way. Like Veggie Tales, Donkey Ollie is animated with incredible graphics, songs and morals lessons for children.
Other Matters (6 of 15)	Response
Program Title	Gina D (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30am
Total times aired at regularly scheduled time	13
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.	Gina D's Kids Club is an exciting new educational television program and DVD video series for preschoolers ages 2-6. Specifically themed shows address the learning needs and potential of young children, as they entertain, amuse and delight viewers of all ages through a combination of live action and dynamic 3-D animation.

Other Matters (7 of 15)	Response
Program Title	God Rocks (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fun and music-filled, educational program is founded on Luke 14:40, "If the people fall silent, the stones will cry out." Rock characters from the imaginary town of Rocky Ridge live to sing and praise God just in case humans fail to do so.

Other Matters (8 of 15)	Response
Program Title	Quigley's Village (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Quigley's Village is a delightful place where children learn Christian values. This award-winning series provides the very best in entertainment with important lessons to help children learn & grow.

Other Matters (9 of 15)	Response
Program Title	Swamp Critters (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	1 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal puppets sing and teach value-centered lessons in decision-making and self esteem.

Other Matters (10 of 15)	Response
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Program Title	Another Sommertime Adventure (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Children will be captivated when they hear author Carl Sommer tell these interesting and exciting award-winning stories. Along with the story, Mr. Sommer teaches children character-building lessons on how they can live successful lives. The stories communicate a warmth and tenderness that is certain to delight children as they learn positive character traits. Each action-filled story has realistic sound effects, dynamic music, and an award-winning Karacter KidzR song. Twenty of the books and read-alongs from which these videos are taken from have won: Teachers' Choice Award, Mom's Choice Award, Benjamin Franklin Award, ForeWord Magazine Book of the Year Award, The Communicator Award, Family Review Center Gold Award, and iParenting Media Award.

Other Matters (11 of 15)	Response
Program Title	Earl The Emu (channel 55.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pat Winston is the host of Earl the Emu: Bible Adventures For Children. Pat is the founder E. A.R.L. (Excellent Achievers Require Love). This foundation seeks to encourage positive, social and spiritual growth for homeless women and children and inner city youths. So Join Earl and his friends on the farm as they discover some practical and biblical truth about life and God's Word.

Other Matters (12 of 15)	Response
Program Title	Career Day (channel 55.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 12:30pm

Total times aired at regularly scheduled time	2
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.	Each segment of Career Day delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, dedication and perseverance children can apply to their lives.

Other Matters (13 of 15)	Response
Program Title	On The Spot (channel 55.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00pm
Total times aired at regularly scheduled time	1
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 content is based on the Commom Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

Other Matters (14 of 15)	Response
Program Title	Live Life and Win (channel 55.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:30pm
Total times aired at regularly scheduled time	1
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 series features inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition. The goals of the series are to encourage the 13-16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!"
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Other Matters (15 of 15)	Response
Program Title	Edgemont (channel 55.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday & Sunday 11:30a & 12:00p
Total times aired at regularly scheduled time	6
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship, and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

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>WMYT-TV, INC.</p>

Attachments

No Attachments.