



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002210490** | File Number: **CPR-135321** | Submit Date: **10/10/2012** | Call Sign: **WBOC-TV** | Facility ID: **71218** |

City: **SALISBURY** | State: **MD**

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

10/10/2012 | Filing Status: **Active**

Report reflects information for : Third 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
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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	CBS/FOX
	Nielsen DMA	Salisbury
	Web Home Page Address	www.wboc.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	164.0
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:	5.0
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(19)

Digital Core Program (1 of 19)	Response
Program Title	DOODLEBOPS - I (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-7:30a
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 19)	Response
Program Title	DOODLEBOPS - II (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7:30-8a
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 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 19)	Response
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Program Title	BUSYTOWN MYSTERIES - I (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11-11:30a
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	BUSYTOWN MYSTERIES - I (Digital WBOC)

List date and time rescheduled	August 18 1230PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	September 1/7612R
Reason for Preemption	Sports

Digital Core Program (4 of 19)	Response
Program Title	BUSYTOWN MYSTERIES - II (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30a-12p
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	BUSYTOWN MYSTERIES - II (Digital WBOC)
List date and time rescheduled	August 19 12PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	September 1/9612R
Reason for Preemption	Sports

Digital Core Program (5 of 19)	Response
Program Title	DANGER RANGERS (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7-7:30a
Total times aired at regularly scheduled time	12
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 19)	Response
Program Title	HORSELAND (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:30-8a
Total times aired at regularly scheduled time	12
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Horseland is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 19)	Response
Program Title	LIBERTY'S KIDS I (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7-7:30A effective 9/23
Total times aired at regularly scheduled time	2
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 19)	Response
Program Title	LIBERTY'S KIDS II (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:30-8a effective 9/23
Total times aired at regularly scheduled time	2
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 19)	Response
Program Title	Animal Atlas (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7-7:30a
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	8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas and Animal Atlas Classics takes viewers on a weekly adventure to meet wildlife around the world. Each episode introduces viewers to a species from some of the most obscure locations and educates them on ways animals adapt to their changing habitat. This program is specifically designed to further the educational and informational needs of children, has educating and information children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 19)	Response
Program Title	Animal Atlas Classics (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30-8a LTD 9/8
Total times aired at regularly scheduled time	10
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas and Animal Atlas Classics takes viewers on a weekly adventure to meet wildlife around the world. Each episode introduces viewers to a species from some of the most obscure locations and educates them on ways animals adapt to their changing habitat. This program is specifically designed to further the educational and informational needs of children, has educating and information children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 19)	Response
Program Title	Now Eat This! With Rocco Dispirito (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30-8a effective 9/22
Total times aired at regularly scheduled time	2
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.	<p>Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges--watching the children eat and evaluate familiar dishes prepared in a healthier way. Children don't filter in the kitchen! There are not the usual structural elements to help a young audience retain and reflect on information-quizzes, repetition and reinforcement, and chance for independent thinking. But the hook of food and gratification are dependable ways to hold the middle and high school audience-a strategy that advertisers have used for years. Now Eat This! is a healthier and more educational use of that strategy.</p>

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 19)	Response
Program Title	Animal Rescue (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8-8:30a
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pursuant to the Children's Television Act of 1990, Animal Rescue will satisfy the FCC Children's Programming requirement and can be classified as either core or non core programming. Animal Rescue serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and information about various animals and their habitats. The programs also show real life in the field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 19)	Response
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Program Title	Animal Exploration (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30-9a
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 Exploration with Jarod Miller is a half-hour live action television program designed to meet the educational and informational needs of children. Each week Jarod visits zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. Each episode is designed to reveal to children the world around them in a way that identifies positive roles models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 19)	Response
Program Title	Animal Adventures (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9-9:30a
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.	Jacks Hanna's Animal Adventures is a half hour live action television program designed to meet the educational and informational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 19)	Response
Program Title	Into the Wild (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30-10a
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 series is based on Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. The episodic content will certainly further the educational information needs of children 13-16.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 19)	Response
Program Title	The Real Winning Edge (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12-12:30PM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 REAL WINNING EDGE serves the educational and informational needs of children 13-16 years of age and under with its program content, including ways to help preserve the environment and with practical application useful in everyday life. The show also provides informative segments on recycling and various academic activities and science and research techniques, allowing children to play their own part in environmental activities both at home and at school. The weekly series also promotes children's writing and creative skills. NOTE: This program was pre-empted on 9/8 due to technical difficulty and was not made good as we had already fulfilled our 3 hour obligation for the week.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	The Real Winning Edge (Digital EBOC-DT2)
List date and time rescheduled	
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	September 8/325
Reason for Preemption	Other

Digital Core Program (17 of 19)	Response
Program Title	Sports Stars of Tomorrow (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:30-1PM
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.	Sports Stars of Tomorrow profiles college and high school talent in sports and provides an in-depth look at the hard work and dedication it takes to achieve their goals. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (18 of 19)	Response
Program Title	FOX MLB Player Poll (Digital EBOC-DT2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 3-3:30PM
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.	<p>MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players preferences in areas outside of baseball with topics like What Career Interests You After You Retire from Baseball?, or What Is Your Favorite City To Play In? or What Player From History Would You Most Like To Watch/Play For/Play Against? In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCCs E/I standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to teens (13-16 year olds), at the beginning and through each broadcast and in listings provided to publishers of program guides.</p>

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (19 of 19)	Response
Program Title	Laura McKenzies Traveler (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30-8a 9/15 OTO
Total times aired at regularly scheduled time	1
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 in-depth travel show offers entertaining, safe, educational and informational programming. Through the use of on-site stand-ups, voice over monologues, environmental b-roll and pop-up "Travel Tips", Laura McKenzie's Traveler provides an educational journey to significant destinations around the world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (3)

Non-Core Educational and Informational Programming (1 of 3)		Response
Program Title	Dog Tales (Digital EBOC-DT2)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled:	Saturday 5:30-6a	
Total times aired at regularly scheduled time:	13	
Number of Preemptions	0	
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 serves the educational and informational needs of children 13-16 years of age with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules.	
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 3)	Response
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Program Title	Laura Mckenzie's Traveler 1 (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday 6-6:30a aired at 7:30a on 9/15 OTO
Total times aired at regularly scheduled time:	12
Number of Preemptions	1
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 in-depth travel show offers entertaining, safe, educational and informational programming. Through the use of on-site stand-ups, voice over monologues, environmental b-roll and pop-up "Travel Tips", Laura McKenzie's Traveler provides an educational journey to significant destinations around the world.
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	September 15 730AM

Non-Core Educational and Informational Programming (3 of 3)	Response
Program Title	Laura Mckenzie's Traveler 2 (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sunday 6-6:30a
Total times aired at regularly scheduled time:	14
Number of Preemptions	0
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 in-depth travel show offers entertaining, safe, educational and informational programming. Through the use of on-site stand-ups, voice over monologues, environmental b-roll and pop-up "Travel Tips", Laura McKenzie's Traveler provides an educational journey to significant destinations around the world.
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	Matthew G Ziolkowski
Address	1729 N Salisbury Blvd
City	Salisbury
State	MD
Zip	21801
Telephone Number	443 880 9063
Email Address	mziolkowski@wboc.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.	Answered "Yes" to questions 7b and 7c because there is no longer an analog signal at either WBOC or EBOC DT2 stations. Both WBOC and EBOC DT2 stations go off air Saturday night and resume Sunday morning.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	DOODLEBOPS - I (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7-7:30a
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 Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 14)	Response
Program Title	DOODLEBOPS - II (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 7:30-8a
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 Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 14)	Response
Program Title	BUSYTOWN MYSTERIES - I (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11-11:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 14)	Response
Program Title	BUSYTOWN MYSTERIES - II (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30a-12p

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 14)	Response
Program Title	LIBERTY'S KIDS I (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7-7:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 14)	Response
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Program Title	LIBERTY'S KIDS II (Digital WBOC)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:30-8a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 14)	Response
Program Title	Animal Atlas (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7-7:30a
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.	Animal Atlas and Animal Atlas Classics takes viewers on a weekly adventure to meet wildlife around the world. Each episode introduces viewers to a species from some of the most obscure locations and educates them on ways animals adapt to their changing habitat. This program is specifically designed to further the educational and informational needs of children, has educating and information children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (8 of 14)	Response
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Program Title	Now Eat This! With Rocco Dispirito (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30-8a
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.	Now Eat This! With Rocco Dispirito is a different version of a cooking show-different in that the emphasis is on families and changing a family's behavior and cooking culture with the goal of making the family's kids healthier. Families with children or families who want to change their caloric intake habits with the result of greater over all health are well served to watch the program. There are plenty of numbers and nutritional facts to accompany each family's nutritional makeover and the appeal to the 13-16 year-old audience lies in the immediate nature of food and the drive of curiosity to be smarter and better informed (especially to be the smartest in the family at meal times). The data on nutrition, including fat, carbohydrates, and calories, are presented hand drawn on an old-school slate and blackboard-a original and less intimidating way to present facts to an audience. The facts are reinforced by large graphics, which come in as alerts. This style of information matches the gentle but firm personality of host Rocco Dispirito who prods families in the gentlest of ways-reminding families consistently that children are an asset as well as a responsibility when it comes to food preparation. A nice touch is that the camera spends time in the home of the families in each episode instead of just bringing the family to the kitchen set. For engagement of a young audience and for the goal of behavior modification, this is an excellent approach. A young audience likes peers in their programs and the presence of high school age children gives it cache for middle school viewers. The climax of each program is nicely built to feature children as the ultimate judges--watching the children eat and evaluate familiar dishes prepared in a healthier way. Children don't filter in the kitchen! There are not the usual structural elements to help a young audience retain and reflect on information-quizzes, repetition and reinforcement, and chance for independent thinking. But the hook of food and gratification are dependable ways to hold the middle and high school audience-a strategy that advertisers have used for years. Now Eat This! is a healthier and more educational use of that strategy.

Other Matters (9 of 14)	Response
Program Title	Animal Rescue (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8-8:30a
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pursuant to the Children's Television Act of 1990, Animal Rescue will satisfy the FCC Children's Programming requirement and can be classified as either core or non core programming. Animal Rescue serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and information about various animals and their habitats. The programs also show real life in the field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility.
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Other Matters (10 of 14)	Response
Program Title	Animal Exploration (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30-9a
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 Exploration with Jarod Miller is a half-hour live action television program designed to meet the educational and informational needs of children. Each week Jarod visits zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. Each episode is designed to reveal to children the world around them in a way that identifies positive roles models and pro-social values within an environmentally responsible universe.

Other Matters (11 of 14)	Response
Program Title	Animal Adventures (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9-9:30a
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.	Jacks Hanna's Animal Adventures is a half hour live action television program designed to meet the educational and informational needs of children. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro social values within an environmentally responsible universe.
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Other Matters (12 of 14)	Response
Program Title	Into the Wild (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30-10a
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 series is based on Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack’s travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide. The episodic content will certainly further the educational information needs of children 13-16.

Other Matters (13 of 14)	Response
Program Title	The Real Winning Edge (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12-12:30PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE REAL WINNING EDGE serves the educational and informational needs of children 13-16 years of age and under with its program content, including ways to help preserve the environment and with practical application useful in everyday life. The show also provides informative segments on recycling and various academic activities and science and research techniques, allowing children to play their own part in environmental activities both at home and at school. The weekly series also promotes children's writing and creative skills.

Other Matters (14 of 14)	Response
Program Title	Sports Stars of Tomorrow (Digital EBOC-DT2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:30-1PM
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.	Sports Stars of Tomorrow profiles college and high school talent in sports and provides an in-depth look at the hard work and dedication it takes to achieve their goals. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose and otherwise meets the definition of Core Programming as specified in the Commission's rules.

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>WBOC, INC.</p>

Attachments

No Attachments.