



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0001565050** | File Number: **CPR-133091** | Submit Date: **07/30/2012** | Call Sign: **WYFF** | Facility ID: **53905** | City:
GREENVILLE | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/30/2012 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2011

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
-----------	---------	-------	-------	----------------

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	NBC
	Nielsen DMA	Greenville-Spart-Ashvll-Ands
	Web Home Page Address	www.wyff4.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(13)

Digital Core Program (1 of 13)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00am - 10:30am October 1,8,15,22,29 November 5,12,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	13
Total times aired	14
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. Program is broadcast on the main digital channel.
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	TURBO DOGS

List date and time rescheduled	November 26th, 2011 - 1:00pm
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 #	November 19th, 2011
Reason for Preemption	Sports

Digital Core Program (2 of 13) Response	
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30am - 11:00am October 1,8,15,22,29 November 5,12,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	13
Total times aired	14
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place. The series for kids 6-10 focuses on environmental themes. Program is broadcast on the main digital channel.
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	SHELLDON
List date and time rescheduled	November 26th, 2011 - 1:30pm
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 #	November 19th, 2011
Reason for Preemption	Sports

Digital Core Program (3 of 13)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:00am - 11:30am October 1,8,15,22,29 November 5,12,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	13
Total times aired	14
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. Program is broadcast on the main digital channel.
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	THE MAGIC SCHOOL BUS
List date and time rescheduled	November 26th, 2011 - 2:00pm
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 #	November 19th, 2011
Reason for Preemption	Sports

Digital Core Program (4 of 13)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am - 12:00pm October 1,8,15,22,29 November 5,12,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	13
Total times aired	13
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned King of the Elephants. A dedicated ruler and family-elephant, Babar experiences many challenges as he journeys through life, and learns to rise above them through strength and optimism. Each episode begins with a look into Babar's present life,primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city. Each episode in the show carries with it a social-emotional message that is established at the end of Babar's story. Program is broadcast on the main digital channel.

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	BABAR
List date and time rescheduled	N/A
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 #	November 19th, 2011
Reason for Preemption	Sports

Digital Core Program (5 of 13)	Response
Program Title	WILLAS WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:00pm - 12:30pm October 1,8,15,22,29 November 5,12,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	13
Total times aired	13
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	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLAS WILD LIFE is an enchanting series about a little girls unique home life that is sure to keep you in stitches and warm your heart. Willas Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. Program is broadcast on the main digital channel.
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	WILLAS WILD LIFE
List date and time rescheduled	N/A
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 #	November 19th, 2011
Reason for Preemption	Sports

Digital Core Program (6 of 13)	Response
Program Title	PEARLIE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:30pm - 1:00pm October 1,8,15,22,29 November 5,12,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	13
Total times aired	13
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6-10 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. Program is broadcast on the main digital channel.
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	PEARLIE
List date and time rescheduled	N/A
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 #	November 19th, 2011
Reason for Preemption	Sports

Digital Core Program (7 of 13)	Response
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 1:00pm - 1:30pm October 1,8,22,29 November 5,12 December 10,17,24,31

Total times aired at regularly scheduled time	10
Total times aired	14
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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 mission of TEEN KIDS NEWS is to produce a weekly news program that provides information and news to kids in a manner that is compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal on kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. Teen Kids News is filling that void and has captured the imagination of America, becoming the first program in history targeting the next generation of news viewers. Program is broadcast on the main digital channel.
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	TEEN KIDS NEWS
List date and time rescheduled	November 20th, 2011 - 11:30am
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 #	November 19th, 2011

Reason for Preemption	Sports
-----------------------	--------

Digital Preemption Programs #2

Questions	Response
Title of Program	TEEN KIDS NEWS
List date and time rescheduled	November 27th, 2011 -11:30am
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 #	November 26th, 2011
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	TEEN KIDS NEWS
List date and time rescheduled	October 16th, 2011 - 11:30am
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 #	October 15th, 2011
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	TEEN KIDS NEWS
List date and time rescheduled	December 4th, 2011 -11:30am
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 #	December 3rd, 2011
Reason for Preemption	Sports

Digital Core Program (8 of 13)	Response
Program Title	Green Screen Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:00am - 10:30am October 1,8,15,22,29 November 5,12,19,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	14

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, children get the message that their words have power and that their voices are being heard. Program is broadcast on the secondary digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 13)	Response
Program Title	Busytown Mysteries
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:30am - 11:00am October 1,8,15,22,29 November 5,12,19,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	14
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 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Busytown Mysteries is an investigative learning show for young children- based on the questions and conundrums relevant to this ready-to-learn target audience and geared to their unique level of understanding. The shows educational content includes a range of meaningful metacognitive, social-emotional, and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these skills. Busytown Mysteries also aids in engaging kids in new learning and gives them a chance to hone and develop their growing sense of humor. Program is broadcast on the secondary digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 13)		Response
Program Title		The Busy Word of Richard Scarry
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays, 11:00am - 11:30pm October 1,8,15,22,29 November 5,12,19,26 December 3,10,17,24,31
Total times aired at regularly scheduled time		14
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Based the Scarry books, the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include: love of parents, mastery, power, possession, personal routines and family living. The aim of the series is to make television a positive force in the lives of these children. Program is broadcast on the secondary digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (11 of 13)		Response
Program Title		The Busy Word of Richard Scarry

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:30am - 12:00pm October 1,8,15,22,29 November 5,12,19,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based the Scarry books, the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include: love of parents, mastery, power, possession, personal routines and family living. The aim of the series is to make television a positive force in the lives of these children. Program is broadcast on the secondary digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 13)		Response
Program Title	Dino Squad	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays, 12:00pm - 12:30pm October 1,8,15,22,29 November 5,12,19,26 December 3,10,17,24,31	
Total times aired at regularly scheduled time	14	
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.	Dino Squad promotes positive social learning using the principles of social learning theory. It portrays attractive and engaging young role-models enacting the kinds of positive social behavior and values we would like our audience to adopt. The series combines childrens fascination with dinosaurs, their attraction to science-fiction or superhero characters who have the ability to morph from human status into super beings, and the appeal of a group of five, highly individualistic and appealing teens, to attract and engage young viewers. Each episode portrays these teens facing and finding solutions to problems that are relevant to contemporary youngsters. In so doing, each episode provides young viewers templates and/or standards that they can employ to navigate issues they typically encounter in their own, daily lives. Program is broadcast on the secondary digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 13)	Response
Program Title	Dino Squad
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 12:30pm - 1:00pm October 1,8,15,22,29 November 5,12,19,26 December 3,10,17,24,31
Total times aired at regularly scheduled time	14
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.	Dino Squad promotes positive social learning using the principles of social learning theory. It portrays attractive and engaging young role-models enacting the kinds of positive social behavior and values we would like our audience to adopt. The series combines childrens fascination with dinosaurs, their attraction to science-fiction or superhero characters who have the ability to morph from human status into super beings, and the appeal of a group of five, highly individualistic and appealing teens, to attract and engage young viewers. Each episode portrays these teens facing and finding solutions to problems that are relevant to contemporary youngsters. In so doing, each episode provides young viewers templates and/or standards that they can employ to navigate issues they typically encounter in their own, daily lives. Program is broadcast on the secondary digital channel.
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	John Soapes
Address	505 Rutherford Street
City	Greenville
State	SC
Zip	29609
Telephone Number	864-242-4404
Email Address	jsoapes@hearst.com

<p>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.</p>	<p>Episodic information supporting the above listed core programs is maintained on file at WYFF 4. WYFF 4 supports our childrens programming efforts through community service outreach and non-broadcast efforts that serve the educational and informational needs of children. Information supporting our community outreach /non-broadcast efforts is maintained with this report in our Childrens Public File. WYFF 4 actively participates in an Internship Program with area University students. There were two Student Interns for WYFF 4 in 4th Quarter 2011: One from Anderson University in Operations and one from Bob Jones University in News. WYFF 4 supports children and educational efforts with appearances at local events by station employees. Special appearances by WYFF 4 staff: Carol Goldsmith, News 4 Primary Anchor: 11/16/11 - Speaker, Middle School Students of Saint Mary's Catholic School, Greenville, SC. Michael Cogdill, News 4 Primary Anchor: 11/10/11 - Speaker, Government & Economics Students of Riverside High School, Greer, SC. 11/19/11 - Emcee Pageant, Southside High School, Greenville, SC. John Cessarich, Chief Meteorologist: 10/05/11 - Speaker, Fourth Graders of Augusta Circle Elementary, Greenville, SC. 10/26/11 - Speaker, Sixth Graders of Bryson Middle School, Simpsonville, SC. 11/01/11 - Speaker, Fourth Graders of Eastside Elementary School, Clinton, SC. 11/08/11 - Speaker, Sixth Graders of Blue Ridge Middle School, Greer, SC. 11/15/11 - Speaker, Second Graders of Forest Acres Elementary School, Easley, SC. 12/06/11 - Speaker, Fourth Graders of Our Lady Of The Rosary School, Greenville, SC. Dale Gilbert, Morning Meteorologist: 10/06/11 - Speaker, Fourth Graders of Fountain Inn Elementary School, Greenville, SC. 10/11/11 - Speaker, Fourth Graders of Mt. Lebanon Elementary School, Anderson, SC. 10/12/11 - Class Reading at Shannon Forest Christian School, Greenville, SC. 10/20/11 - Speaker, Fourth Graders of Pine Street Elementary School, Pickens, SC. 10/25/11 - Speaker, Fourth Graders of East End Elementary School, Pickens, SC. 11/02/11 - Speaker, Fourth Graders of Midway Elementary School, Anderson, SC. 11/09/11 - Speaker, Special Education Class of Beck Academy, Greenville, SC. 11/17/11 - Speaker, Elementary school students at Wren Elementary, Anderson, SC. 11/21/11 - Speaker, Science Fun Day at Lake Forest Elementary, Greenville, SC. 11/30/11 - Speaker, Fifth Graders of Bob Jones Academy, Greenville, SC. 12/08/11 - Speaker, First Graders of Bob Jones Academy, Greenville, SC. 12/13/11 - Speaker, Fourth Graders of Ben Hagood Elementary School, Pickens, SC. 12/15/11 - Speaker, Primary Grade Students of Bethlehem Christian Academy, Simpsonville, SC. Geoff Hart, News 4 Anchor: 12/06/11 - Speaker, Pickens High School Football Banquet, Pickens, SC. Brad Fralick, News 4 Sports Anchor: 12/12/11 - Speaker, Coaches For Character, Greenville, SC. Nigel Robertson, News 4 Reporter: 11/08/11 - Speaker, Broadcast Journalism students of Greenville High School, Greenville, SC. 11/17/11 - Participant, Virtual Job Shadowing via TWITTER online for Greer Middle School & SC Pathways. 12/02/11 - Speaker, Career Day at Mauldin Middle School, Greenville, SC. Kim Quintero, New 4 Reporter: 10/21/11 - Emcee, Special Olympics South Carolina Opening Ceremonies, Woodmont High School, Piedmont, SC. 11/11/11 - Speaker, Second Graders of Mauldin Elementary School, Simpsonville, SC. Keisha Kirkland, News 4 Weather Anchor: 10/03/11 - Speaker, Middle School Students of Mauldin Middle School, Simpsonville, SC. John R. Soapes, President and General Manager: 11/25/11 - Speaker, UBS Ice on Main Opening Ceremony, Greenville, SC. 12/12/11 - Participant, Coaches For Character, Greenville, SC. WYFF 4 Community Efforts October-December, 2011 Golden Apple Awards The 2011-2012 Golden Apple Awards effort started September 8, 2011 and continued weekly through 4th quarter. Our station goal is to ho</p>
--	--

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	TURBO DOGS
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00am - 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is an animated show based on the books (Racer Dogs) by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing like directionality and the concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. Program is broadcast on the main digital channel.

Other Matters (2 of 13)	Response
Program Title	SHELLDON
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30am - 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is a lighthearted series that aims to entertain while educating children about marine life. Set in the world of seashells, the show also informs kids on what they can do to help make the world a better and greener place. The series for kids 6-10 focuses on environmental themes. Program is broadcast on the main digital channel.

Other Matters (3 of 13)	Response
Program Title	THE MAGIC SCHOOL BUS
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 11:00am - 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. Program is broadcast on the main digital channel.

Other Matters (4 of 13)	Response
Program Title	BABAR
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am - 12:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR is a young elephant who returns to the jungle where he builds the city of Celesteville and is crowned King of the Elephants. A dedicated ruler and family-elephant, Babar experiences many challenges as he journeys through life, and learns to rise above them through strength and optimism. Each episode begins with a look into Babar's present life, primarily in his role as a father who teaches his children the value of people, things and relationships through his own experience from the jungle to the city. Each episode in the show carries with it a social-emotional message that is established at the end of Babar's story. Program is broadcast on the main digital channel.

Other Matters (5 of 13)	Response
Program Title	WILLAS WILD LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:00pm - 12:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLAS WILD LIFE is an enchanting series about a little girls unique home life that is sure to keep you in stitches and warm your heart. Willas Wild Life follows the adventures of a Willa, an unforgettable little girl who, like a young Lucy in I Love Lucy, finds herself in comic predicaments that only seem to escalate as she fumbles through solutions. But thanks to her loving and patient father, and her entire extended family of personality rich zoo animals, Willa manages to overcome her obstacles, learn a little something, and have a great time along the way. Program is broadcast on the main digital channel.

Other Matters (6 of 13)	Response
Program Title	PERALIE
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12:30pm - 1:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6-10 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. Program is broadcast on the main digital channel.
--	--

Other Matters (7 of 13)	Response
Program Title	TEEN KIDS NEWS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 1:00pm - 1:30pm
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 mission of TEEN KIDS NEWS is to produce a weekly news program that provides information and news to kids in a manner that is compelling as well as highly entertaining. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal on kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television. This is a unique way of doing business in the crowded world of television news. There is no current news programming that features actual kids reporting to other kids on television. There have been shows by adults working with kids but none that a young audience can literally identify with. Teen Kids News is filling that void and has captured the imagination of America, becoming the first program in history targeting the next generation of news viewers. Program is broadcast on the main digital channel.

Other Matters (8 of 13)	Response
Program Title	Green Screen Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:00am - 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, children get the message that their words have power and that their voices are being heard. Program is broadcast on the secondary digital channel.

Other Matters (9 of 13)	Response
Program Title	Busytown Mysteries
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:30am - 11:00am
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.	Busytown Mysteries is an investigative learning show for young children- based on the questions and conundrums relevant to this ready-to-learn target audience and geared to their unique level of understanding. The shows educational content includes a range of meaningful metacognitive, social-emotional, and core-knowledge learning goals aimed at promoting school readiness. The series gives youngsters an understanding and appreciation of the critical thinking skills involved in scientific inquiry. It brings them a broad base of interesting knowledge on which to practice these skills. Busytown Mysteries also aids in engaging kids in new learning and gives them a chance to hone and develop their growing sense of humor. Program is broadcast on the secondary digital channel.

Other Matters (10 of 13)	Response
Program Title	The Busy Word of Richard Scarry
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 11:00am - 11:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based the Scarry books, the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include: love of parents, mastery, power, possession, personal routines and family living. The aim of the series is to make television a positive force in the lives of these children. Program is broadcast on the secondary digital channel.
--	--

Other Matters (11 of 13)		Response
Program Title		The Busy Word of Richard Scarry
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays, 11:30am - 12:00pm
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Based the Scarry books, the TV series uses themes that are congruent with the interests of pre-school and early elementary school children. These include: love of parents, mastery, power, possession, personal routines and family living. The aim of the series is to make television a positive force in the lives of these children. Program is broadcast on the secondary digital channel.

Other Matters (12 of 13)		Response
Program Title		Dino Squad
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays, 12:00pm - 12:30pm
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.		Dino Squad promotes positive social learning using the principles of social learning theory. It portrays attractive and engaging young role-models enacting the kinds of positive social behavior and values we would like our audience to adopt. The series combines childrens fascination with dinosaurs, their attraction to science-fiction or superhero characters who have the ability to morph from human status into super beings, and the appeal of a group of five, highly individualistic and appealing teens, to attract and engage young viewers. Each episode portrays these teens facing and finding solutions to problems that are relevant to contemporary youngsters. In so doing, each episode provides young viewers templates and/or standards that they can employ to navigate issues they typically encounter in their own, daily lives. Program is broadcast on the secondary digital channel.

Other Matters (13 of 13)	Response
Program Title	Dino Squad
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 12:30pm - 1:00pm
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.	Dino Squad promotes positive social learning using the principles of social learning theory. It portrays attractive and engaging young role-models enacting the kinds of positive social behavior and values we would like our audience to adopt. The series combines childrens fascination with dinosaurs, their attraction to science-fiction or superhero characters who have the ability to morph from human status into super beings, and the appeal of a group of five, highly individualistic and appealing teens, to attract and engage young viewers. Each episode portrays these teens facing and finding solutions to problems that are relevant to contemporary youngsters. In so doing, each episode provides young viewers templates and/or standards that they can employ to navigate issues they typically encounter in their own, daily lives. Program is broadcast on the secondary digital channel.

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>WYFF Hearst Television Inc.</p>

Attachments

No Attachments.