



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0007282957** | File Number: **CPR-132061** | Submit Date: **07/09/2012** | Call Sign: **WTAT-TV** | Facility ID: **416** | City: **CHARLESTON** | State: **SC**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/09/2012** | Filing Status: **Active**

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Report reflects information for : **Second 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	Fox
	Nielsen DMA	Charleston SC
	Web Home Page Address	www.foxcharleston.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	0.0
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:	0.0
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?	No

**Digital Core Programs(8)**

<b>Digital Core Program (1 of 8)</b>	<b>Response</b>
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 8:00AM 4/2 - 6/25/12
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (2 of 8)</b>	<b>Response</b>
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday 8:00AM 4/3 - 6/26/12
Total times aired at regularly scheduled time	13

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 8)</b>	
	<b>Response</b>
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday 8:00AM 4/4 - 6/27/12
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program guides young people to potential career paths. This program is an example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: What do I want to be when I grow up?
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 8)</b>		<b>Response</b>
Program Title	Wild Ltd.	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Thursday 8:00AM 4/5 - 6/28/12	
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.	Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (5 of 8)</b>		<b>Response</b>
Program Title	The Young Icons	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Friday 8:00AM 4/6 - 6/29/12	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons features stories about world-class athletes, accomplished artists, scholars, philanthropists and entrepreneurs all under the age of 18. Examples of the kinds of stories The Young Icons will tell include that of Patrick Pedraja, a 14-year-old actor and philanthropist who traveled America by RV, raising awareness for cancer by signing donors up for the National Marrow Registry; track phenomenon, Turquoise Thompson, who sprinted her way into the record books and earned herself a full ride to UCLA; Kimberly Anyadike, who became the youngest pilot to fly across the country; and sisters Marni and Berni Barta, who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

<b>Digital Core Program (6 of 8)</b>		<b>Response</b>
Program Title	Wild America	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	Saturday 7:00AM 4/7 - 6/30/12
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature?
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (7 of 8) Response</b>	
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30AM 4/7 - 6/30/12
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 is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes eco bytes(bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (8 of 8)</b>	<b>Response</b>
Program Title	MLB Player Poll
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 3:00PM 4/7 - 6/30/12
Total times aired at regularly scheduled time	9
Total times aired	13
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.	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. 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.
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	MLB Player Poll
List date and time rescheduled	May 12, 2012 12:00PM
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 #	May 12, 2012
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	April 28, 2012 12:00PM
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 #	April 28, 2012

Reason for Preemption	Sports
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### Digital Preemption Programs #3

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	May 19, 2012 12:00PM
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 #	May 19, 2012
Reason for Preemption	Sports

### Digital Preemption Programs #4

Questions	Response
Title of Program	MLB Player Poll
List date and time rescheduled	April 14, 2012 12:00PM
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 #	April 14, 2012
Reason for Preemption	Sports

**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	Ryan Sears
Address	4301 Arco Lane
City	Charleston
State	SC
Zip	29418
Telephone Number	843-740-6992
Email Address	rsears@cunninghambroadcasting.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.	In the 2nd Quarter, WTAT participated in a "Career Day" at Fort Johnson Middle School to help promote education.

**Other Matters (9)**

<b>Other Matters (1 of 9)</b>	<b>Response</b>
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 8:00AM 7/2 - 9/24/12
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 program features weekly educational features such as, "College and You" (tips for choosing and getting into college), and "Word" (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning, cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience.

<b>Other Matters (2 of 9)</b>	<b>Response</b>
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday 8:00AM 7/3 - 9/25/12
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 program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.

<b>Other Matters (3 of 9)</b>	<b>Response</b>
Program Title	Career Day
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesday 8:00AM 7/4 - 9/26/12
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 program guides young people to potential career paths. This program is an example of take your kids to work for a day. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: What do I want to be when I grow up?

<b>Other Matters (4 of 9)</b>	
	<b>Response</b>
Program Title	Wild Ltd.
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 8:00AM 7/5 - 8/30/12
Total times aired at regularly scheduled time	9
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.	Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within.

<b>Other Matters (5 of 9)</b>	
	<b>Response</b>
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday 8:00AM 7/6 - 9/28/12
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 Young Icons features stories about world-class athletes, accomplished artists, scholars, philanthropists and entrepreneurs all under the age of 18. Examples of the kinds of stories The Young Icons will tell include that of Patrick Pedraja, a 14-year-old actor and philanthropist who traveled America by RV, raising awareness for cancer by signing donors up for the National Marrow Registry; track phenomenon, Turquoise Thompson, who sprinted her way into the record books and earned herself a full ride to UCLA; Kimberly Anyadike, who became the youngest pilot to fly across the country; and sisters Marni and Berni Barta, who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America.

Other Matters (6 of 9)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00AM 7/7 - 9/29/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature?

Other Matters (7 of 9)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00AM 7/7 - 9/29/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins

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Age of Target Child Audience from 13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

This is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes eco bytes(bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them.

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**Other Matters (8 of 9)**

**Response**

Program Title MLB Player Poll

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Origination Network

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Days/Times Saturday 3:00PM 7/7 - 9/29/12  
Program Regularly Scheduled

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Total times aired at regularly scheduled time 13

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Length of Program 30 mins

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Age of Target Child Audience from 13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

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. 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.

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**Other Matters (9 of 9)**

**Response**

Program Title Think Big

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Origination Syndicated

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Days/Times Thursday 8:00AM 9/6 - 9/27/12  
Program Regularly Scheduled

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Total times aired at regularly scheduled time	4
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.	In each episode, the focus is on an "invent-off" challenge, where teams complete a project to design a machine to perform a task under a time constraint. This allows the kid to express their creativity, critical thinking and mechanical abilities. For example, in episode No. 114, teams compete to design a bicycle with enhanced safety features. Each team is given the same materials to work with, and apply their own unique process and problem-solving abilities. Combining their talents, each is able to complete the challenge; the winning team is decided based on objective results.

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**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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>WTAT Licensee, Inc.</b></p>

## Attachments

No Attachments.