



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-126855** | Submit Date: **01/09/2012** | Call Sign: **WCBD-TV** | Facility ID: **10587** |

City: **CHARLESTON** | State: **SC**

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

01/09/2012 | 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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Charleston SC
	Web Home Page Address	http://www.counton2.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	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	4.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(14)

Digital Core Program (1 of 14)		Response
Program Title	Willa's Wild life (Digital 2.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays-9AM-9:30AM-10/1/11-12/31/11	
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.	"Willa's Wild Life" follows the adventures of 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.	
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	Willa's Wild life (Digital 2.1)
List date and time rescheduled	11/26/11 @ 1PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 - WIL012
Reason for Preemption	Sports

Digital Core Program (2 of 14)		Response
Program Title	Pearlie (Digital 2.1)	
Origination	Network	

Days/Times Program Regularly Scheduled	Saturdays-9:30AM-10AM-10/1/11-12/31/11
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.	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 4-8 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.
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 (Digital 2.1)
List date and time rescheduled	11/26/11 @ 1:30pm
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 - PEA107
Reason for Preemption	Sports

Digital Core Program (3 of 14)		Response
Program Title	Turbo Dogs (Digital 2.1)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays-10AM-10:30AM-10/1/11-12/31/11	
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.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Questions	Response
Title of Program	Turbo Dogs (Digital 2.1)
List date and time rescheduled	11/27/11 @ 11am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 - TDO126
Reason for Preemption	Sports

Digital Core Program (4 of 14)	Response
Program Title	Shelldon (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-10:30AM-11AM-10/1/11-12/31/11
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.	Is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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 (Digital 2.1)
List date and time rescheduled	11/27/11 @ 11:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 - SHL010
Reason for Preemption	Sports

Digital Core Program (5 of 14)	Response
Program Title	The Magic School Bus (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-11AM-11:30AM--10/1/11-12/31/11
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 is 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 4 to 9 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.
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 (Digital 2.1)
List date and time rescheduled	11/27/11 @ 12PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 - MSB413
Reason for Preemption	Sports

Digital Core Program (6 of 14)	Response
Program Title	Babar (Digital 2.1)
Origination	Local
Days/Times Program Regularly Scheduled	Saturdays-11:30AM-12PM-10/1/11-12/31/11

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.	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 father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.
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 (Digital 2.1)
List date and time rescheduled	11/27/11 @ 12:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-11-19
Episode #	11/19/11 - BAR205
Reason for Preemption	Sports

Digital Core Program (7 of 14)	Response
Program Title	Magi-nation (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-7AM-7:30AM-10/1/11-12/31/11
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Magi-Nation"follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroesin training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 14) Response	
Program Title	Magi-nation (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-7:30AM-8AM-10/1/11-12/31/11
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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Magi-Nation"follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroesin training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 14)		Response
Program Title		Elizabeth Stantons Great Big World (Digital 2.2)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays-12PM-12:30PM-10/1/11-12/31/11
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		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Elizabeth Stantons Great Big World provides dynamic core programming in the areas of particular concern to young teens; including global, social, educational, and wellness issues by offering a dynamic television experience for teens - combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (10 of 14)		Response
Program Title		Made in Hollywood: Teen Edition (Digital 2.2)
Origination		Network

Days/Times Program Regularly Scheduled	Saturdays-12:30PM-1PM-10/1/11-12/31/11
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 14)		Response
Program Title		Wild Ltd. (Digital 2.2)
Origination		Network

Days/Times Program Regularly Scheduled	Sundays-11AM-11:30AM-10/2/11-12/25/11
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 series created and designed with the focus of educating and entertaining children from 13 to 16 years of age. 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 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

Digital Core Program (12 of 14)	Response
Program Title	Made in Hollywood: Teen Edition (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays-11:30AM-12PM-10/2/11-12/25/11
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.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 14)		Response
Program Title		Live Life and Win (Digital 2.2)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays-12PM-12:30PM-10/2/11-12/25/11
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 goals Live Life and Win is to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to Live Life and Win.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 14) Response	
Program Title	On the Spot (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays-12:30PM-1PM-10/2/11-12/25/11
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 National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (4)

Non-Core Educational and Informational Programming (1 of 4)	Response
Program Title	ANIMAL RESCUE (Digital Ch. 2.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays-5:30AM-6AM-10/1/11-12/31/11
Total times aired at regularly scheduled time:	14
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.	Animal rescue serves the educational and informational needs of children 16 years of age and under with its program content, including safety tips and real life in-the-field experience of professional and ordinary people taking care of, treating and helping various animals.
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 4)	Response
Program Title	Jack Hanna Into the Wild (Digital Ch. 2.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays-3:30AM-4AM-10/1/11-12/31/11
Total times aired at regularly scheduled time:	14
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.	Program designed to meet the educational and information needs of children. In each episode Jack 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.

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 (3 of 4)	Response
Program Title	Pets.TV (Digital Ch. 2.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays-5:30AM-6AM-10/2/11-12/25/11
Total times aired at regularly scheduled time:	13
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.	PetsTV is dedicated to bringing the public news, information, entertainment and a point of view that promotes the health and welfare of companion animals.
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 (4 of 4)	Response
Program Title	Jack Hanna Animal Adventures (Digital Ch. 2.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays-4AM-4:30AM-10/2/11-12/25/11

Total times aired at regularly scheduled time:	13
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.	Program designed to meet the educational and information needs of children. In each episode Jack 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.
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	Daron W. Matayabas
Address	210 West Coleman Blvd.
City	Mt. Pleasant
State	SC
Zip	29464
Telephone Number	843-216-4905
Email Address	dmatayabas@wcbd.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.	<p>On June 12, 2009, the station transitioned to digital television. The station's responses to Questions 4, 7, 10 reflect this termination of analog service. After due review of internal station records and documentation provided to us by program suppliers, the licensee hereby certifies that the station fully complied with the FCC's commercial limits in childrens programs, as specified at 47 C.F.R. Section 73.670, with respect to all programs specifically designed for children ages twelve and under. In addition to the educational or informational programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve and under that were not "educational or informational" programming: None. WCBD-TV airs PSAs of various lengths that are designed specifically to meet the educational and informational needs of children as well as PSAs that are designed for the general audience but have messages applicable to children. WCBDe non-broadcast efforts include the participation of Anchors and Meteorologists as guest speakers and emcees for community groups. Station Tours our conducted for Scout Troops and children of all ages. WEATHER 101 is a segment conducted by meteorologist that brings the fascinating ever-changing world of weather to kids. WEATHER 101 is conducted in a school classroom or a station tour. WCBD hosts and produces the annual Carolina Childrens Charity Telethon - which awards financial grants to Lowcountry children with birth defects and/or childhood diseases from birth through 18 years of age. WCBD also participates in the annual First Day Festival, the Sunday before school starts in Charleston County, to celebrate the beginning of a new school year. This event helps bring children and families together to provide them with information on services and programs, school supplies, and free food and beverages! Also, WCBD participates in the Mt. Pleasant Children Day Festival. This festival offers free family fun including crafts, entertainment, petting zoo and various other kid related activities. WCBD teams up annually with the U.S. Marine Corps Reserves in efforts to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to needy children in the community.</p>

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	Willa's Wild life (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-9AM-9:30AM-1/7/12-3/31/12
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.	"Willa's Wild Life" follows the adventures of 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.

Other Matters (2 of 14)	Response
Program Title	Pearlie (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-9:30AM-10AM-1/7/12-3/31/12
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 4-8 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.

Other Matters (3 of 14)	Response
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Program Title	Turbo Dogs (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-10AM-10:30AM-1/7/12-3/31/12
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.

Other Matters (4 of 14)	Response
Program Title	Shelldon (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-10:30AM-11AM-1/7/12-3/31/12
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.	Is an animated series about Shelldon, a school aged yoka shell mollusk who lives with the adoptive family, the Clams, in an undersea community called Shell Land, which is populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowry shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode of the show. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct socio-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
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Other Matters (5 of 14)	Response
Program Title	The Magic School Bus (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-11AM-11:30AM-1/7/12-3/31/12
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 4 to 9 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.

Other Matters (6 of 14)	Response
Program Title	Babar (Digital 2.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-11:30AM-12PM-1/7/12-3/31/12
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 father, Babar and his family experience many challenges as they journey through life, and they learn to rise above them through strength and optimism.
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Other Matters (7 of 14)	Response
Program Title	Magi-nation (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-7AM-7:30AM-1/7/12-3/31/12
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.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.

Other Matters (8 of 14)	Response
Program Title	Magi-nation (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-7:30AM-8AM-1/7/12-3/31/12
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.	"Magi-Nation" follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world.
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Other Matters (9 of 14)	Response
Program Title	Elizabeth Stanton's Great Big World (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-12PM-12:30PM-1/7/12-3/31/12
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.	Elizabeth Stantons Great Big World provides dynamic core programming in the areas of particular concern to young teens; including global, social, educational, and wellness issues by offering a dynamic television experience for teens - combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas.

Other Matters (10 of 14)	Response
Program Title	Made in Hollywood: Teen Edition (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays-12:30PM-1PM-1/7/12-3/31/12
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.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.
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Other Matters (11 of 14)	Response
Program Title	Wild Ltd. (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays-11AM-11:30AM-1/8/12-3/25/12
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.	Wild Ltd is a half hour series created and designed with the focus of educating and entertaining children from 13 to 16 years of age. 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 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.

Other Matters (12 of 14)	Response
Program Title	Made in Hollywood: Teen Edition (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays-11:30AM-12PM-1/8/12-3/25/12
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.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries.

Other Matters (13 of 14)	Response
Program Title	Live Life and Win (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays-12PM-12:30PM-1/8/12-3/25/12
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.	The goals Live Life and Win is to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to Live Life and Win.

Other Matters (14 of 14)	Response
Program Title	On the Spot (Digital 2.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays-12:30PM-1PM-1/8/12-3/25/12
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.

The National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

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>Media General Communications Holdings, LLC</p>

Attachments

No Attachments.