



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0003175148** | File Number: **CPR-121759** | Submit Date: **07/07/2011** | Call Sign: **WRDC** | Facility ID: **54963** | City:
DURHAM | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/07/2011 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	My Network
	Nielsen DMA	Raleigh-Durham
	Web Home Page Address	www.myrdctv.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(9)

Digital Core Program (1 of 9)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7AM ET
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? Do animals relate to one another? How does ecology work? And what is the relationship between life and death/humans and nature? This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	Made In Hollywood Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7AM ET
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.	Teen Edition provides its target age group of teens 13-16 with behind-the-screen background & techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9)	Response
Program Title	Mad About...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30AM ET
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.	Mad About Money is the program that helps you learn about earning, saving,spending and sharing your money. And we do all this while making you laugh! Mad About Money combines improv sketch comedy along with great information about your money: * The difference between cash and credit * The importance of forming a savings habit * The different levels of risk in investing This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 9)	Response
Program Title	Will and Dewitt
Origination	Syndicated

Days/Times Program Regularly Scheduled	Monday-Tuesday 7AM ET
Total times aired at regularly scheduled time	26
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.	Will and Dewitt, along with their human and animal friends, face challenges, such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgment which at the time may seem monumental, but serves as motivators of growth. Along with this essential skill-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 9) Response	
Program Title	Liberty's Kids
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesday-Thursday 7AM ET
Total times aired at regularly scheduled time	26
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.	Ben Franklin hires an American teenage boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact theses issues have on the lives of ordinary citizens. This program aired on the main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 9)		Response
Program Title		Beta Records
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 7am
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.	Beta Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer and music executive tips, Internet heroes, The vault (legendary artists), and music as it pertains to fashion and pop culture. This program aired on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 9)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about perparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program aired on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 9)	Response
Program Title	Ultimate Choice
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8am, 8:30am
Total times aired at regularly scheduled time	26
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.	Follow eight teenagers through a carefully orchestrated extreme adventure throughout the Sunshine State. During their time, the teenagers live their adventure 24 hours a day, saying goodbye to their normal lives and hello to an experience they will never forget. Every episode presents to our teens a heart-stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. These experiences then help the teens develop their own individual convictions about each of the moral issues. This program aired on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9)	Response
Program Title	Teen Kid News
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 9am, 9:30am
Total times aired at regularly scheduled time	26
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.	Teen Kids News is the first kid to kid newscast, created for and delivered by children. Hosted by a diverse news team made up of child journalists reporting from a professional news set. Meets the needs of children whose sophistication and curiosity about their world is motivated by the information explosion. Delivered eye to eye with a pre-adolescent sensibility and sense of humor. Emphasis on diversity and experience. This program aired on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.
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	Scott Bradsher
Address	3012 Highwoods Blvd. Suite 101
City	Raleigh
State	NC
Zip	27604
Telephone Number	919-872-9535
Email Address	sbradsher@sbgnet.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.	WRDC aired approximately 3 hours of Kid related PSA's for the 2nd quarter. The PSA's were about such subjects as: Environment, education, crime, Health, and fitness. WRDC also gives station tours, for school groups and scout troops. The station's channel number changed from 27 to 28 on 06/12/09.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	Liberty's Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday-Thursday 7AM ET(7/6/11-9/15/11)
Total times aired at regularly scheduled time	19
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenage boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact theses issues have on the lives of ordinary citizens. This program will air main digital stream.

Other Matters (2 of 14)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7AM ET
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? Do animals relate to one another? How does ecology work? And what is the relationship between life and death/humans and nature? This program will air main digital stream.

Other Matters (3 of 14)	Response
Program Title	Will and Dewitt
Origination	Syndicated

Days/Times Program Regularly Scheduled	Monday-Tuesday 7AM ET(7/4/11-8/30/2011)
Total times aired at regularly scheduled time	17
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.	Will and Dewitt, along with their human and animal friends, face challenges, such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgment which at the time may seem monumental, but serves as motivators of growth. Along with this essential skill-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. This program will air on the main digital stream.

Other Matters (4 of 14)	Response
Program Title	Made In Hollywood Teen Edition
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 7am
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.	Teen Edition provides its target age group of teens 13-16 with behind-the-screen background & techniques for entering the motion picture, television and home entertainment fields, while introducing them to career opportunities focusing on the creative, technical and artistic skills of the profession. This program will air on the main digital stream.

Other Matters (5 of 14)	Response
Program Title	Mad About...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30am
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.	Mad About Money is the program that helps you learn about earning, saving,spending and sharing your money. And we do all this while making you laugh! Mad About Money combines improv sketch comedy along with great information about your money: * The difference between cash and credit * The importance of forming a savings habit * The different levels of risk in investing This program will air on the main digital stream.
Other Matters (6 of 14)	
Program Title	Beta Records
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7am
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.	Beta Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer and music executive tips, Internet heroes, The vault (legendary artists), and music as it pertains to fashion and pop culture. This program will air on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.
Other Matters (7 of 14)	
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 7:30am
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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about perparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program will air on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.
Other Matters (8 of 14)	
Program Title	Ultimate Choice
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 8am and 8:30am
Total times aired at regularly scheduled time	26
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.	Follow eight teenagers through a carefully orchestrated extreme adventure throughout the Sunshine State. During their time, the teenagers live their adventure 24 hours a day, saying goodbye to their normal lives and hello to an experience they will never forget. Every episode presents to our teens a heart-stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. These experiences then help the teens develop their own individual convictions about each of the moral issues. This program will air on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.

Other Matters (9 of 14)	Response
Program Title	Teen Kid News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9am and 9:30am
Total times aired at regularly scheduled time	26
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.	Teen Kids News is the first kid to kid newscast, created for and delivered by children. Hosted by a diverse news team made up of child journalists reporting from a professional news set. Meets the needs of children whose sophistication and curiosity about their world is motivated by the information explosion. Delivered eye to eye with a pre-adolescent sensibility and sense of humor. Emphasis on diversity and experience. This program will air on the secondary digital stream on WRDC channel 28.2 as part of Cool TV programming.

Other Matters (10 of 14)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday 7AM ET(starting 8/29/11)

Total times aired at regularly scheduled time	5
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.	Dog Tales carries the E/I designation because the show is geared to inform and educate kids 13-16 years of age about the world of dogs. Each episode profiles a breed, its' history, its' popularity and its' characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We will show families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. We also have several dog experts, explaining the various dog needs, health, nutrition, safety, and care. This program will air on the main digital stream.

Other Matters (11 of 14)	Response
Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays 7AM ET(starting 8/31/11)
Total times aired at regularly scheduled time	5
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.	"Whaddyado" is an E/I series where we present real life situations teens may find themselves in and use actual footage to figure out the best way to handle different problems. Such as... "What do you do if you are the first person at an accident scene? "What do you do if you are shopping with a friend and he/she begins to shop lift?" We talk to various experts who explain what the proper action or reaction should be when faced with either a perilous situation or a moral dilemma. Important information presented so that teens will be interested in learning "Whaddyado"...both entertaining and educational. This program will air on the main digital stream.

Other Matters (12 of 14)	Response
Program Title	Live Life Win!
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7AM ET(starting 9/22/11)
Total times aired at regularly scheduled time	2
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Live Life & Win! is designed "to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts; school and sports; exercise and nutrition; and health and wellness. The series will also promote social responsibility, perseverance, leadership, academic achievement and volunteerism. This program will air on the main digital stream.
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Other Matters (13 of 14)	Response
Program Title	Elizabeth Stanton's Great Big World
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 11AM ET(starting 9/18/11)
Total times aired at regularly scheduled time	2
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Elizabeth Stanton's Great Big World provides dynamic core programming in areas of particular concern to young teens; including global, social, educational, and wellness issues. Elizabeth and select celebrity friends travel around the world volunteering in ares of specific need. "Elizabeth Stanton's Great Big World" combines exciting, fun, and diverse experiences of world exploration with life-changing volunteer opportunities. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors, and educate them on where and how to find volunteer opportunities. This program will air on the main digital stream.

Other Matters (14 of 14)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays 7AM ET(starting 9/5/11)
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.	"Dragon Fly" features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem solving skills. Young viewers see kids like themselves investigating, dreaming and doing. This program will air on the main digital stream.

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>Raleigh (WRDC-TV) Licensee, Inc.</p>

Attachments

No Attachments.