



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009804139** | File Number: **CPR-132562** | Submit Date: **07/10/2012** | Call Sign: **WCBI-TV** | Facility ID: **12477**
City: **COLUMBUS** | State: **MS**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/10/2012 | Filing Status: **Active**

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	CBS,CW, MNT
	Nielsen DMA	Columbus-Tupelo-W Pt.
	Web Home Page Address	WWW.WCBI.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	6.0
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(20)

Digital Core Program (1 of 20)	Response
Program Title	DOODLEBOPS - I
Origination	Network
Days/Times Program Regularly Scheduled	SAT/8AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 20)	Response
Program Title	DOODLEBOPS - II
Origination	Network
Days/Times Program Regularly Scheduled	SAT/830AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 20)	Response
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Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	SAT/9AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 20)

Response

Program Title	BUSYTOWN MYSTERIES - II
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Origination	Network
Days/Times Program Regularly Scheduled	SAT/930AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 20)

Response

Program Title	DANGER RANGERS
Origination	Network

Days/Times Program Regularly Scheduled	SAT/10AM
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	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 20)

Response

Program Title	HORSELAND
Origination	Network

Days/Times Program Regularly Scheduled	SAT/1030AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Horseland is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 20)

Response

Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL ATLAS IS AN ENTERTAING SHOW THAT EXPLORES THE WORLD OF ANIMAL WILDLIFE. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. HAS ENTERING AND INFORMING CHILDREN OF A SIGNIFICANT PURPOSE AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED BY THE COMMISSIONS RULE
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 20)

Response

Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/730AM
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	5 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THIS SERIES FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK INJURED AND ABUSED ANIMALS. THIS PROGRAM INSTRUCTS CHILDREN ON THE PROPER CARE OF ANIMALS. THE SERIES FEATURES FOOTAGE OF MAMMELS, BIRDS, REPTILES, FISH, AND INSECTS THROUGHOUT THE ENTIRE CONTINENT. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. HAS ENTERING AND INFORMING CHILDREN OF A SIGNIFICANT PURPOSE AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED BY THE COMMISSIONS RULE
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 20)	Response
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/8AM
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE SERIES FEATURES FOOTAGE OF MAMMELS, BIRDS, REPTILES, FISH, AND INSECTS THROUGHOUT THE ENTIRE CONTINENT. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. HAS ENTERING AND INFORMING CHILDREN OF A SIGNIFICANT PURPOSE AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED BY THE COMMISSIONS RULE

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (10 of 20)	Response
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/830AM
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.	Dog Tales serves the educational and informational needs of children 13-16 with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. This show also provides informative segments on various dog breeds and showcases various vet experts explaining different issues affecting canines. It has educating and informing children as a significant purpose and otherwise meets the definition of Core programming as specified by the Commission's office.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 20)	Response
Program Title	MYSTERY HUNTERS
Origination	Syndicated

Days/Times Program Regularly Scheduled	SAT/9AM
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.	Teenage hosts Araya and Christina investigate real-life reports of mysteries such as ghosts, monsters, vampires and UFOs. They use scientific rigour to try to find plausible explanations for the sightings and eye-witness accounts that trigger their investigations. In another section of the show, Doubting Dave, a scientist played by David Acer, attempts to explain mysterious personal experiences that have been emailed in by viewers, in a feature called "V-Files", as well as a way to create your own versions of the mysteries in the show in his "Mystery Lab" segment. The show aims to teach critical observation, analytical thinking and scientific testing to encourage children to question the world around them. Through travel and investigation of ancient mysteries; focusing on history, culture, geography and international customs. Target teens 13 to 16
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 20)

Response

Program Title	DRAGONFLY
Origination	Syndicated

Days/Times Program Regularly Scheduled	SAT/930AM
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.	"Dragonfly TV" is a weekly half-hour science television series that meets the educational and informational objectives of the FCC's Childrens Programming requirements for children ages 13-16. The programs highlight children "doing" projects with real hands-on experience and demonstrates practical applications of mathematics and science. 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. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. "Dragonfly TV" is closed-captioned for the hearing impaired and displays the "E/I" icon throughout the broadcast.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 20)

Response

Program Title	CUBIX - ROBOTS FOR EVERYONE
Origination	Network

Days/Times Program Regularly Scheduled	SAT/6AM
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But its a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.s evil schemes to take control of Bubble Towns robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Whether it is Connor facing a difficult initiation task in order to join the Botties, Chip dealing with his insecurities because he isn't as tall as the others, Charles bragging, Cubix being blamed for something that he didn't do, Endruix stage fright, or Antonios jealousy during a competition that leads him to act like a spoilsport, the Botties face the same real life conflicts and fears that children face. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles. These lessons resonate as the Botties work together to defeat Dr. K. and his evil schemes.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 20)

Response

Program Title CUBIX- ROBOTS FOR EVERYONE

Origination	Network
Days/Times Program Regularly Scheduled	SAT/630AM
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	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Cubix Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But its a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.s evil schemes to take control of Bubble Towns robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Whether it is Connor facing a difficult initiation task in order to join the Botties, Chip dealing with his insecurities because he isn't as tall as the others, Charles bragging, Cubix being blamed for something that he didn't do, Endruix stage fright, or Antonios jealousy during a competition that leads him to act like a spoilsport, the Botties face the same real life conflicts and fears that children face. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles. These lessons resonate as the Botties work together to defeat Dr. K. and his evil schemes.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	ELIZABETH STANTON - GREAT BIG WORLD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/11AM
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.	Friendship is a central theme to all episodes. Each episode educates and informs the audience with lessons in geography, the initial and ongoing development of culture, volunteer opportunities, social dynamics, action and adventure, arts and entertainment, national customs, local transportation and trivia. The series highlights the need for volunteering and helping behavior, not only in geographic areas of near proximity, but also around the world. Each episode presents social responsibility and selfless behavior in a positive and encouraging manner. Elizabeth Stanton's Great Big World achieves the goals of providing children with a television show that meets the core programming requirements as determined by the FCC.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 20)

Response

Program Title	MIH TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/1130AM
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.	Made in Hollywood- teen addition was created to provide career information and advice from top technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. It has educating and informing children as a significant purpose and otherwise meets the definition of Core programming as specified by the Commission's office.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 20)	Response
Program Title	WILD LTD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN/ 10AM
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.	Every week, Wild Ltd with Michelle Garforth takes a unique look at our environment. Michelle embarks on a series of incredible wildlife adventures in her quest to uncover facts and figures about how best to co-exist with the environment. Each episode starts with a call-to-action assignment sent to Michelle via the Internet. The messages are received on board her private luxury yacht anchored off the coast. Of particular interest to Michelle is creating awareness of species that are on the brink of extinction.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (18 of 20)	Response
Program Title	MIH- TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN/1030AM
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.	Made in Hollywood- teen addition was created to provide career information and advice from top technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. It has educating and informing children as a significant purpose and otherwise meets the definition of Core programming as specified by the Commission's office.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 20)	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN/11AM
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.	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
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 20)	Response
Program Title	ON THE SPOT
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN /1130AM
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.	On each episode, Schwartz asks people questions from three different categories. Unlike on a traditional game show, participants of On the Spot do not win prizes or have their answers tallied. The show's format is most similar to The Tonight Show's, "Jaywalking" segment and the show Street Smarts. After each question is asked to five or six participants, the correct answer is revealed and explained. The show is produced to be both informational and entertaining.
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	BOBBY BERRY
Address	201 5TH STREET SOUTH
City	COLUMBUS
State	MS
Zip	39701
Telephone Number	662-327-4444
Email Address	bobby@wcbi.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.	

Other Matters (22)

Other Matters (1 of 22)	Response
Program Title	DOODLEBOPS - I
Origination	Network
Days/Times Program Regularly Scheduled	SAT/8AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 22)	Response
Program Title	DOODLEBOPS - II
Origination	Network
Days/Times Program Regularly Scheduled	SAT/830AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (3 of 22)

Response

Program Title	BUSYTOWN MYSTERIES - I
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Origination	Network
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Days/Times Program Regularly Scheduled	SAT/9AM
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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	3 years to 7 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (4 of 22)

Response

Program Title	BUSYTOWN MYSTERIES - II
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Origination	Network
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Days/Times Program Regularly Scheduled	SAT/930AM
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 22)

Response

Program Title	DANGER RANGERS
Origination	Network
Days/Times Program Regularly Scheduled	SAT/10AM
Total times aired at regularly scheduled time	11
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 22)		Response
Program Title	HORSELAND	
Origination	Network	
Days/Times Program Regularly Scheduled	SAT/1030AM	
Total times aired at regularly scheduled time	11	
Length of Program	30 mins	
Age of Target Child Audience from	9 years to 11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Horseland is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>	

Other Matters (7 of 22)		Response
Program Title	LIBERTY'S KIDS I	
Origination	Network	
Days/Times Program Regularly Scheduled	SAT/10AM	
Total times aired at regularly scheduled time	2	
Length of Program	30 mins	
Age of Target Child Audience from	9 years to 11 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (8 of 22)

Response

Program Title	LIBERTY'S KIDS II
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Origination	Network
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Days/Times Program Regularly Scheduled	SAT/ 1030AM
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Total times aired at regularly scheduled time	2
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Length of Program	30 mins
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Age of Target Child Audience from	9 years to 11 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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Other Matters (9 of 22)

Response

Program Title	ANIMAL ATLAS
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SAT/7AM
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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	6 years to 12 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL ATLAS IS AN ENTERTAINING SHOW THAT EXPLORES THE WORLD OF ANIMAL WILDLIFE. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. HAS ENTERING AND INFORMING CHILDREN OF A SIGNIFICANT PURPOSE AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED BY THE COMMISSIONS RULE
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Other Matters (10 of 22)

Response

Program Title	ANIMAL RESCUE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SAT/730AM
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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	5 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 SERIES FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK INJURED AND ABUSED ANIMALS. THIS PROGRAM INSTRUCTS CHILDREN ON THE PROPER CARE OF ANIMALS. THE SERIES FEATURES FOOTAGE OF MAMMELS, BIRDS, REPTILES, FISH, AND INSECTS THROUGHOUT THE ENTIRE CONTINENT. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. HAS ENTERING AND INFORMING CHILDREN OF A SIGNIFICANT PURPOSE AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED BY THE COMMISSIONS RULE
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Other Matters (11 of 22)

Response

Program Title	WILD AMERICA
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SAT/8AM
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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	6 years to 12 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE SERIES FEATURES FOOTAGE OF MAMMELS, BIRDS, REPTILES, FISH, AND INSECTS THROUGHOUT THE ENTIRE CONTINENT. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. HAS ENTERING AND INFORMING CHILDREN OF A SIGNIFICANT
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Other Matters (12 of 22)	
	Response
Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/830AM
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.	Dog Tales serves the educational and informational needs of children 13-16 with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. This show also provides informative segments on various dog breeds and showcases various vet experts explaining different issues affecting canines. It has educating and informing children as a significant purpose and otherwise meets the definition of Core programming as specified by the Commission's office.

Other Matters (13 of 22)	
	Response
Program Title	MYSTERY HUNTERS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/9AM
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.	Teenage hosts Araya and Christina investigate real-life reports of mysteries such as ghosts, monsters, vampires and UFOs. They use scientific rigour to try to find plausible explanations for the sightings and eye-witness accounts that trigger their investigations. In another section of the show, Doubting Dave, a scientist played by David Acer, attempts to explain mysterious personal experiences that have been emailed in by viewers, in a feature called "V-Files", as well as a way to create your own versions of the mysteries in the show in his "Mystery Lab" segment. The show aims to teach critical observation, analytical thinking and scientific testing to encourage children to question the world around them. Through travel and investigation of ancient mysteries; focusing on history, culture, geography and international customs. Target teens 13 to 16

Other Matters (14 of 22)	Response
Program Title	DRAGONFLY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/930AM
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.	"Dragonfly TV" is a weekly half-hour science television series that meets the educational and informational objectives of the FCC's Childrens Programming requirements for children ages 13-16. The programs highlight children "doing" projects with real hands-on experience and demonstrates practical applications of mathematics and science. 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. Each episode is engaging, entertaining and educational in structure, allowing children to investigate science on their own. "Dragonfly TV" is closed-captioned for the hearing impaired and displays the "E/I" icon throughout the

Other Matters (15 of 22)	Response
Program Title	CUBIX ROBOTS FOR EVERYONE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/6AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But its a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.s evil schemes to take control of Bubble Towns robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Whether it is Connor facing a difficult initiation task in order to join the Botties, Chip dealing with his insecurities because he isn't as tall as the others, Charles bragging, Cubix being blamed for something that he didn't do, Endruix stage fright, or Antonios jealousy during a competition that leads him to act like a spoilsport, the Botties face the same real life conflicts and fears that children face. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles. These lessons resonate as the Botties work together to defeat Dr. K. and his evil schemes
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Other Matters (16 of 22)

Response

Program Title	CUBIX ROBOTS FOR EVERYONE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SAT/630AM
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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	6 years to 12 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix Robots for Everyone takes place in the year 2040 in Bubble Town where robots outnumber humans. The series centers around a 13 year old boy named Connor, his robot Cubix, and the members of a special club known as Botties. Each member of the Botties has their own robot with a unique characteristic. The robots are friendly, efficient and function in imaginative ways to help make Bubble Town a great place to live. But its a good vs. evil world and Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving during their adventures to thwart Dr. K.s evil schemes to take control of Bubble Towns robots. Each member of the Botties faces life scenarios that commonly affect children today - feeling sad and alone, insecure and vulnerable, fear of failure, and overcoming uncertainties and phobias. Whether it is Connor facing a difficult initiation task in order to join the Botties, Chip dealing with his insecurities because he isn't as tall as the others, Charles bragging, Cubix being blamed for something that he didn't do, Endruix stage fright, or Antonios jealousy during a competition that leads him to act like a spoilsport, the Botties face the same real life conflicts and fears that children face. Throughout the entire series, the Botties learn important lessons about themselves including self-confidence, courage, loyalty, patience, humility and pride but they also learn the importance of perseverance, teamwork and embracing their differences to overcome obstacles. These lessons resonate as the Botties work together to defeat Dr. K. and his evil schemes
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Other Matters (17 of 22)

Response

Program Title	ELIZABETH STANTONS GREAT BIG WORLD
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Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/ 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.	<p>Friendship is a central theme to all episodes. Each episode educates and informs the audience with lessons in geography, the initial and ongoing development of culture, volunteer opportunities, social dynamics, action and adventure, arts and entertainment, national customs, local transportation and trivia. The series highlights the need for volunteering and helping behavior, not only in geographic areas of near proximity, but also around the world. Each episode presents social responsibility and selfless behavior in a positive and encouraging manner. Elizabeth Stanton's Great Big World achieves the goals of providing children with a television show that meets the core programming requirements as determined by the FCC.</p>

Other Matters (18 of 22)	Response
Program Title	MIH - TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/ 730AM
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.	<p>Made in Hollywood- teen addition was created to provide career information and advice from top technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. It has educating and informing children as a significant purpose and otherwise meets the definition of Core programming as specified by the Commission's office.</p>

Other Matters (19 of 22)	Response
Program Title	WILD LTD
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/ 8AM
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.	Every week, Wild Ltd with Michelle Garforth takes a unique look at our environment. Michelle embarks on a series of incredible wildlife adventures in her quest to uncover facts and figures about how best to co-exist with the environment. Each episode starts with a call-to-action assignment sent to Michelle via the Internet. The messages are received on board her private luxury yacht anchored off the coast. Of particular interest to Michelle is creating awareness of species that are on the brink of extinction.

Other Matters (20 of 22)	Response
Program Title	MIH - TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/830AM
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.	Made in Hollywood- teen addition was created to provide career information and advice from top technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. It has educating and informing children as a significant purpose and otherwise meets the definition of Core programming as specified by the Commission's office.

Other Matters (21 of 22)	Response
Program Title	LIVE LIFE WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT/9AM
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.	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

Other Matters (22 of 22)	Response
Program Title	ON THE SPOT
Origination	Syndicated

Days/Times Program Regularly Scheduled	SAT/930AM
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.	<p>On each episode, Schwartz asks people questions from three different categories. Unlike on a traditional game show, participants of On the Spot do not win prizes or have their answers tallied. The show's format is most similar to The Tonight Show's, "Jaywalking" segment and the show Street Smarts. After each question is asked to five or six participants, the correct answer is revealed and explained. The show is produced to be both informational and entertaining.</p>

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>WCBI-TV LLC</p>

Attachments

No Attachments.