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Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-143754** | Submit Date: **07/09/2013** | Call Sign: **WMBF-TV** | Facility ID: **83969** |
City: **MYRTLE BEACH** | State: **SC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/09/2013 | Filing Status: **Active**

Report reflects information for : Second Quarter of 2013

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	NBC
	Nielsen DMA	Florence-Myrtle Beach
	Web Home Page Address	www.wmbfnews.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	336.0
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:	10.0
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(19)

Digital Core Program (1 of 19)	Response
Program Title	The Chica Show; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/ dancing duo of Mr. and Mrs. C ... (also known as Chica's Mom and Dad) ... welcome you with open wings for fantastic adventures and dress-up fun.
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 Chica Show; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/8/13 @ 8 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-08
Episode #	6/8/13 TCS004
Reason for Preemption	Sports

Digital Core Program (2 of 19)	Response
Program Title	Pajanimals; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/6/13-6/29/13)

Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home! This series from The Jim Henson Company uses endearing characters, stories, and songs to address common sources of bedtime strain - like establishing good hygiene habits, sleeping with the lights off, and separating from parents. The show's tone is gentle and empathetic, ensuring that preschoolers won't feel threatened when parents use the characters' issues to start discussions about similar ones their kids face.
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	Pajanimals; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/8/13 @ 8:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-08
Episode #	6/8/13 PAJ107
Reason for Preemption	Sports

Digital Core Program (3 of 19)	Response
Program Title	Poppy Cat; Channel 32.1 (WMBF PRIMARY)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Join Poppy Cat and her friends as they embark on extraordinary adventures through fantastical lands. Based on the award-winning book series created by Lara Jones, the colourful and appealing characters spring to life from the page to the small screen in stories of friendship and fantasy play. Seen through the eyes of Poppy's young owner, a little girl called Lara, each story is a celebration of adventure as Poppy Cat and her friends embark on fanciful journeys through fantastical lands. Told with humour and great heart, these stories give children a glimpse of their own potential for imaginative play and creativity through the tales of a very special cat and her equally interesting band of friends.
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	Poppy Cat; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/22/13 @ 1 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-08

Episode #	6/8/13 PCT103
Reason for Preemption	Sports

Digital Core Program (4 of 19)	
	Response
Program Title	Justin Time; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	12
Total times aired	13
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Looking for adventure? Then come along as Justin and his imaginary pals Olive and Squidgy star in the biggest stories of all time-embarking on challenges and solving problems. Justins everyday pre-school challenge sets the stage for adventure as they ride rockets into space, discover new worlds with the Vikings, and chase Cleopatras cat through the pyramids of Egypt! Squidgy, his faithful clay friend, is always there to help and Olive is always a friendly face in every new place. Inspiring stories show that friendship, adventure and fun are timeless! Watch Justin, his friend Olive and his kooky clay pal Squidgy as they set off on imaginary adventures in time, told from every corner of the world!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
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Title of Program	Justin Time; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/8/13 @ 2:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-08
Episode #	6/8/13 JTM110
Reason for Preemption	Sports

**Digital Core
Program (5 of 19) Response**

Program Title	Lazytown; Channel 32.1 (WMBF PRIMARY)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series enhances preschoolers' kinesthetic skills and awareness of of healthful behaviors. LazyTown is the laziest town you'll ever visit. Or at least, it would be, if the town grump, Robbie Rotten, had his way. Unfortunately for him, Stephanie, the mayor's vibrant pink-haired niece, has come to LazyTown and she would rather have the kids outdoors playing sports with her than indoors playing video games all the time. She and her uncle enlist the help of Sportacus 10, a superhero with great athletic skills and abilities, who encourages the kids to get out and play, run around, dance or whatever else it takes to get their move on!
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	Lazytown; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/1/13 @ 9 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-01
Episode #	6/1/13 LZT104
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazytown; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/15/13 @ 9 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-15
Episode #	6/15/13 LZT109
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Lazytown; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/8/13 @ 3 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-08
Episode #	6/8/13 LZT107
Reason for Preemption	Sports

Digital Core Program (6 of 19)

	Response
Program Title	Noodle and Doodle; Channel 32.1 (WMBF PRIMARY)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! This series will encourage preschoolers' sense of creativity with fun craft projects and kid-friendly recipes that families can try at home. From after-school snacks to full meals, the recipes are simple, healthy, and tailor-made for little helping hands, and the art projects use common household supplies, so they're perfect for impromptu craft sessions.
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	Noodle and Doodle; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/1/13 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-01
Episode #	6/1/13 NAD104
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/15/13 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2013-06-15
Episode #	6/15/13 NAD108
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle and Doodle; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	6/8/13 @ 3:30 pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-06-08
Episode #	6/8/13 NAD106
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle and Doodle; Channel 32.1 (WMBF PRIMARY)
List date and time rescheduled	5/4/13 @ 9:30 am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2013-05-04
Episode #	5/4/13 NAD109
Reason for Preemption	Sports

Digital Core Program (7 of 19)	Response
Program Title	Real Life 101; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (4/6/13-6/29/13)
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.	What do you want to be when you grow up? Real Life 101 is a straightforward contemporary resource for teenagers looking to learn about the myriad careers that are available to them if they apply themselves.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 19)	Response
Program Title	Ultimate Choice; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/6/13-6/29/13)
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 "Ultimate Choice" series places real young adults in life situations that challenge their previous perceptions, strengths, and values-all in a reality television format. The participants step outside their usual routines to interact with a new group of acquaintances toward individual and common goals. With challenging tasks, an interesting array of settings and the drama of interacting personalities, the program reinforces healthy life choices.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 19)	Response
Program Title	Animal Atlas; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM (4/6/13-6/29/13)

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.	A program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 19)

Response

Program Title	Safari Tracks; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM (4/6/13-6/29/13)
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.	Safari Tracks is a program with content grounded in the natural world and delivered using an approach that highlights the informational and educational aspects of the animal kingdom in the given environment of Africa. Viewers receive topic points that help build the ethical decision making necessary to becoming a citizen of the planet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 19)	Response
Program Title	Teen Kids News; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 & 10:30 PM (4/7/13-6/30/13)
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" delivers content as an entertaining, humorous and fascinating look at current events and other 'news stories' of interest to viewers ages 13-16 years. It is a fast-paced program composed of shorter segments the fit the visual learning style of today's students and is composed of many segments (current events, study habits, virtual field trips, social skills, informational facts, teen issues) that vary from program to program. In all of these segments, the topic is clearly identified and explained, information is given as to how to deal with the topic, and what other students are doing.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (12 of 19)	Response
Program Title	Green Screen Adventures; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM (4/6/13-6/29/13)
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures is an education tool intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. The writers of GSA walk the delicate line of adaptation, staying true to each child's ideas and each student's words, while at the same time creating dynamic and educational programming.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 19)	Response
Program Title	Busy World of Richard Scarry; Channel 32.3 (THISTV)

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 19)	Response
Program Title	Wimzie's House; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 & 11:30 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 19)		Response
Program Title	Country Mouse, City Mouse; Channel 32.3 (THISTV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 12 PM (4/6/13-6/29/13)	
Total times aired at regularly scheduled time	13	
Total times aired	13	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	0	

Length of Program	30 mins
Age of Target Child Audience	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 19)	Response
Program Title	Danger Rangers; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM (4/6/13-6/29/13)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 19)	Response
Program Title	Doodlebops Rockin' Road Show; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:00 AM (4/7/13-6/30/13)
Total times aired at regularly scheduled time	13
Total times aired	13

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 19)	
	Response
Program Title	The Doodlebops; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30 AM (4/7/13-6/30/13)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 19)		Response
Program Title	Horseland; Channel 32.3 (THISTV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Monday-Friday @ 9:30 AM (4/1/13-6/28/13)	
Total times aired at regularly scheduled time	64	
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.	The animated adventures of four amazing kids and their horses come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids and their equine companions must learn to deal with difficult situations and confront an array of problems that put their honesty, integrity, self-confidence and sometimes even their friendship to the test.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Animal Atlas Classics; WMBF Primary Channel 32.1
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays @ 5:30 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
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.	A series that blends animal images with information on a wide range of life science issues in a manner that is entertaining and clever. The episodes from this season again combine facts, comparisons, and reflections on broad concepts with an engaging narration that targets the 13-16 year-old age range in both vocabulary and interest level. The narrative keeps viewer interest with non-pedantic information imaginatively chosen--such as the close relationship between bears and dogs, the note that an elephant trunk has more muscles (40,000) than the entire human body, and the differing number of toes in elephant species.
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 2)	Response
Program Title	Now Eat This with Rocco Dispirito; WMBF Primary Channel 32.1
Origination	Syndicated

Days/Times Program Regularly Scheduled:	Saturdays @ 5 AM (4/6/13-6/29/13)
Total times aired at regularly scheduled time:	13
Number of Preemptions	
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.	"Now Eat This! with Rocco DiSpirito" is chef Rocco DiSpirito's new E/I show, dedicated to helping teens and families eat better, and live healthier lives, without sacrificing flavor. Rocco has two passions in life: family and food. He knows that the pressures of modern life make it harder for families to stay whole and eat wisely. Drawing from his own real life experiences, Rocco is determined to bring families back together over a delicious, healthy meal. Each 30-minute episode is focused on an individual, or a family, and their issues related to food and health. Examples include guests and families struggling with weight issues; trying to feed budding athletes; eating right on a budget; fighting serious health issues like diabetes; simply desiring to live a healthier life. Through the course of each episode, Rocco teaches the guest(s) and viewers important information about food and nutrition, guiding them to make better choices with the food they eat. In the process, they'll learn to cook, Rocco style. Fun and entertaining, and loaded with valuable takeaway information. Each episode ends with a renewed sense of purpose, and a commitment to change for the better.
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	Jessica Blazer
Address	918 Frontage Road East
City	Myrtle Beach
State	SC
Zip	29577
Telephone Number	843-839-7914
Email Address	jblazer@wmbfnews.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.	NBC Lazytown had a second "second home" on 6/8/13 at 3 pm. NBC Noodle and Doodle had a second "second home" on 6/8 /13 at 3:30 pm.

Other Matters (19)

Other Matters (1 of 19)		Response
Program Title	The Chica Show; Channel 32.1 (WMBF)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	2 years to 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The doors of "The Costume Coop" are now open for business! Step into the Coop as Chica, Kelly and the singing/ dancing duo of Mr. and Mrs. C ... (also known as Chica's Mom and Dad) ... welcome you with open wings for fantastic adventures and dress-up fun.	

Other Matters (2 of 19)		Response
Program Title	Pajanimals; Channel 32.1 (WMBF)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	2 years to 5 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Meet the Pajanimals - CowBella, Apollo, Sweetpea Sue, and Squacky - four snuggly friends who go on fun adventures and sing sweet night time songs to their preschool friends at home! This series from The Jim Henson Company uses endearing characters, stories, and songs to address common sources of bedtime strain - like establishing good hygiene habits, sleeping with the lights off, and separating from parents. The show's tone is gentle and empathetic, ensuring that preschoolers won't feel threatened when parents use the characters' issues to start discussions about similar ones their kids face.	

Other Matters (3 of 19)		Response
Program Title	Justin Time; Channel 32.1 (WMBF)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays @ 11:00 AM	

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Looking for adventure? Then come along as Justin and his imaginary pals Olive and Squidgy star in the biggest stories of all time-embarking on challenges and solving problems. Justins everyday pre-school challenge sets the stage for adventure as they ride rockets into space, discover new worlds with the Vikings, and chase Cleopatras cat through the pyramids of Egypt! Squidgy, his faithful clay friend, is always there to help and Olive is always a friendly face in every new place. Inspiring stories show that friendship, adventure and fun are timeless! Watch Justin, his friend Olive and his kooky clay pal Squidgy as they set off on imaginary adventures in time, told from every corner of the world!

Other Matters (4 of 19)

Response

Program Title	Tree Fu Tom; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom, a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the animated version of his woods. While in the Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish, or relying on teamwork in order to accomplish a goal.

Other Matters (5 of 19)

Response

Program Title	LazyTown; Channel 32.1 (WMBF)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays @ 12:00 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series enhances preschoolers' kinesthetic skills and awareness of of healthful behaviors. LazyTown is the laziest town you'll ever visit. Or at least, it would be, if the town grump, Robbie Rotten, had his way. Unfortunately for him, Stephanie, the mayor's vibrant pink-haired niece, has come to LazyTown and she would rather have the kids outdoors playing sports with her than indoors playing video games all the time. She and her uncle enlist the help of Sportacus 10, a superhero with great athletic skills and abilities, who encourages the kids to get out and play, run around, dance or whatever else it takes to get their move on!

Other Matters (6 of 19)	Response
Program Title	Noodle and Doodle; Channel 32.1 (WMBF)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 12:30 PM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	All aboard the Noodle and Doodle Bus! Craft, cook, and play with Sean, Noodle, and Doodle! This series will encourage preschoolers' sense of creativity with fun craft projects and kid-friendly recipes that families can try at home. From after-school snacks to full meals, the recipes are simple, healthy, and tailor-made for little helping hands, and the art projects use common household supplies, so they're perfect for impromptu craft sessions.

Other Matters (7 of 19)	Response
Program Title	Real Life 101; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
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.	What do you want to be when you grow up? Real Life 101 is a straightforward contemporary resource for teenagers looking to learn about the myriad careers that are available to them if they apply themselves.

Other Matters (8 of 19)	Response
Program Title	Ultimate Choice; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:30 AM
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 "Ultimate Choice" series places real young adults in life situations that challenge their previous perceptions, strengths, and values-all in a reality television format. The participants step outside their usual routines to interact with a new group of acquaintances toward individual and common goals. With challenging tasks, an interesting array of settings and the drama of interacting personalities, the program reinforces healthy life choices.

Other Matters (9 of 19)	Response
Program Title	Animal Atlas; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11 AM
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.	A program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

Other Matters (10 of 19)	Response
Program Title	Safari Tracks; Channel 32.2 (BOUNCE)

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 11:30 AM
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.	Safari Tracks is a program with content grounded in the natural world and delivered using an approach that highlights the informational and educational aspects of the animal kingdom in the given environment of Africa. Viewers receive topic points that help build the ethical decision making necessary to becoming a citizen of the planet.

**Other Matters (11
of 19)**

Response

Program Title	Teen Kids News; Channel 32.2 (BOUNCE)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 & 10:30 AM
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" delivers content as an entertaining, humorous and fascinating look at current events and other 'news stories' of interest to viewers ages 13-16 years. It is a fast-paced program composed of shorter segments that fit the visual learning style of today's students and is composed of many segments (current events, study habits, virtual field trips, social skills, informational facts, teen issues) that vary from program to program. In all of these segments, the topic is clearly identified and explained, information is given as to how to deal with the topic, and what other students are doing.

**Other Matters (12
of 19)**

Response

Program Title	Green Screen Adventures; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays @ 10:00 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	7 years to 13 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures is an education tool intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. The writers of GSA walk the delicate line of adaptation, staying true to each child's ideas and each student's words, while at the same time creating dynamic and educational programming.
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Other Matters (13 of 19)**Response**

Program Title	Busy World of Richard Scarry; Channel 32.3 (THISTV)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays @ 10:30AM
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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	2 years to 5 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
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Other Matters (14 of 19)**Response**

Program Title	Wimzie's House; Channel 32.3 (THISTV)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays @ 11 & 11:30 AM
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Total times aired at regularly scheduled time	26
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Length of Program	30 mins
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Age of Target Child Audience from	3 years to 5 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rouso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
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Other Matters (15 of 19)

Response

Program Title	Country Mouse, City Mouse; Channel 32.3 (THISTV)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays @ 12 PM
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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	4 years to 9 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
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Other Matters (16 of 19)

Response

Program Title	Danger Rangers; Channel 32.3 (THISTV)
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Origination	Network
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Days/Times Program Regularly Scheduled	Saturdays @ 12:30 pm
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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 7 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.
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Other Matters (17 of 19)

Response

Program Title	Doodlebops Rockin' Road Show; Channel 32.3 (THISTV)
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Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure!

Other Matters (18 of 19)	Response
Program Title	Doodlebops; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays @ 10:30 AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories.

Other Matters (19 of 19)	Response
Program Title	Horseland; Channel 32.3 (THISTV)
Origination	Network
Days/Times Program Regularly Scheduled	Monday through Friday @ 9:30 AM
Total times aired at regularly scheduled time	65
Length of Program	30 mins

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 animated adventures of four amazing kids and their horses come together in an incredible place called Horseland. As these friends strive to become the best competitive riders they can possibly be, the kids and their equine companions must learn to deal with difficult situations and confront an array of problems that put their honesty, integrity, self-confidence and sometimes even their friendship to the test.
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Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>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>WMBF License Subsidiary, LLC</p>

Attachments

No Attachments.