



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009336348** | File Number: **CPR-118988** | Submit Date: **04/07/2011** | Call Sign: **WMYA-TV** | Facility ID: **56548** |
City: **ANDERSON** | State: **SC**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/07/2011 | Filing Status: **Active**

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

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	My Network TV
	Nielsen DMA	Greenville-Spart-Ashvll-Ands
	Web Home Page Address	www.my40.tv

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	9.0
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(17)

Digital Core Program (1 of 17)	Response
Program Title	Noonbory and the Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday and Tuesday 7:00 am 1/03-3/29/11
Total times aired at regularly scheduled time	25
Total times aired	26
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	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noonbory and the Super 7 uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. On an episode by episode basis, the Borys highlight instances in which helping, cooperation, and leadership lead to success; and other instances in which taking an untoward risk or telling a lie lead to problems and complications. By being given a delightful bird's-eye view of the community in which the Borys live, little kids gain new information and understanding about their own environment -- seeing how the Borys effectively function as citizens, and learning to do the same. The series also aids in school readiness in a second significant way. Noonbory and the Super 7 gives children an opportunity to discover and practice those primary discovery and learning to learn understandings and skills which form the groundwork of much further knowledge acquisition. Along with Noonbory, Lunabory, Jetybory, Pongdybory, Cozybory, Totobory, and Lukybory, children learn to ask appropriate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. Noonbory and the Super 7's learning goals are especially vital in view of the series' target age demographic. During the preschool years, children are undergoing an important developmental shift. They are gradually evolving from being what Piaget termed preoperational, and largely self-centered and insular; to becoming more fully functional concrete operational children who are able to productively interact with others in their environment. Kids are also going from perceiving only what is clearly visible and concrete to learning to effectively gather facts and solve more complex problems. Noonbory and the Super 7 facilitates this natural transition from insular to other directed and from concrete to thoughtful -- thereby easing kids' entry into school and the broader society. This program airs on the station's main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Noonbory and the Super 7
List date and time rescheduled	3/14/11 7:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-03-14
Episode #	
Reason for Preemption	Other

Digital Core Program (2 of 17)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday 7:00 am 1/05-3/30/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons features stories about world-class athletes, accomplished artists, scholars, philanthropists and entrepreneurs all under the age of 18. Examples of the kinds of stories The Young Icons will tell include that of Patrick Pedraja, a 14-year-old actor and philanthropist who traveled America by RV, raising awareness for cancer by signing donors up for the National Marrow Registry; track phenomenon, Turquoise Thompson, who sprinted her way into the record books and earned herself a full ride to UCLA; Kimberly Anyadike, who became the youngest pilot to fly across the country; and sisters Marni and Berni Barta, who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America. This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 17)		Response
Program Title		Mad About
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thursday 7:00 am 1/06-3/31/11
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Mad About Money is the program that helps you learn about earning, saving, spending and sharing your money. And we do all this while making you laugh. Mad About Money combines improv sketch comedy along with great information about your money such as the difference between cash and credit,the importance of forming a savings habit, the different levels of risk in investing. This program airs on the station's main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 17)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday 7:00am 1/07-3/25/11
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes eco bytes(bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. This program airs on the station's main digital stream.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Core Program (5 of 17)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00 am 1/01-3/26/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 17)	Response
Program Title	Career Day
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sunday 7:00am 1/02 - 3/27/11
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities,entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: What do I want to be when I grow up? This program airs on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 17)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10:30am
Total times aired at regularly scheduled time	13
Total times aired	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become the official Emperor of his land. During this process, he faces the intellectual, physical and social challenges that all teens face. In many episodes Kuzco must thwart attempts by his enemies to stop him from doing well in school. Kuzco struggles to complete his assignments and stay on track to graduate. Kuzco must remain steadfast, study hard, learn from his mistakes, relate to his citizens at all levels of society in order to ascend the throne. His loyal friend, Malina, helps Kuzco stay out of trouble and achieve his goals. Series episodes explore relevant messages, such as, coping with peer pressure, respecting authority, taking responsibility, adhering to foster family and school rules, honesty, acceptance of differences, building self-esteem and trust. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 17)	Response
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for replacement parents for a \$1.98 fee and decide to send the money. They acquire an unorthodox pair of Replacement parents, Dick Daring, a former daredevil stuntman, and Agent K., a British super-spy. Neither seems to know much about parenting, although their intentions are good. Their attempts to forge a family and adjust to a new school are both touching and comedic. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 17)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00am and 10:30 am
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	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven is a teen who is clairvoyant. Because of her special gift, Raven, a normally happy and resourceful girl, sometimes wonders if she is a freak. She has loving & supportive parents who both work outside of the home, which often makes her responsible for her younger brother after school causing the issue of typical sibling rivalry to arise. Raven also has two very close friends, Chelsea and Eddie. Everyone close to Raven knows about her clairvoyant abilities which sometimes gets her in trouble. The episodes focus on how Raven deals with growing up, being clairvoyant and deals with issues such as sibling rivalry,loyalty, self-acceptance, dealing with authority both from parents and at school, honesty, jealousy, the consequences of lying and/or cheating.This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 17)	Response
Program Title	Hannah Montana
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:00am
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	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star Hannah Montana. Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about her career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.
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	Hannah Montana
List date and time rescheduled	1/09/11 2:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	
Reason for Preemption	Other

Digital Core Program (11 of 17)	Response
Program Title	The Suite Life of Zach and Cody
Origination	Network

Days/Times Program Regularly Scheduled	Saturday 11:30am
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	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom. One of the twins is polite and shy and excels in academics, while the other, an athlete, extrovert, barely scrapes by in school, due to disinterest and lack of effort, and instead often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family income limitations, responsibility, self-esteem, and peer pressure. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.
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 Suite Life of Zach and Cody
List date and time rescheduled	1/09/11 2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	
Reason for Preemption	Other

Digital Core Program (12 of 17)	Response
Program Title	BETA Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indy artist interviews, tutorials and how-to's, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program airs on our secondary digital stream, COOL TV, Channel 40.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 17)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program airs on our secondary digital stream, COOL TV, Channel 40.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 17)		Response
Program Title		Ultimate Choice
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 8:00am and 8:30am
Total times aired at regularly scheduled time		26
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This series follows eight teenagers through a carefully orchestrated extreme adventure throughout Florida. During their time, the teenagers live their adventure 24 hours a day, saying goodbye to their normal lives and hello to an extreme experience they will never forget. Every episode presents to our teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. These experiences then help the teens develop their own individual convictions about each of the moral issues. This program airs on our secondary digital stream, COOL TV, Channel 40.2
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (15 of 17)		Response
Program Title	Teen Kids News	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 9:00am and 9:30am	
Total times aired at regularly scheduled time	26	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News is the first kid to kid newscast created for and delivered by children. Hosted by a diverse news team made up of child journalists reporting from a professional news set. This series meets the needs of children whose sophistication and curiosity about their world is motivated by the information explosion. Delivered eye to eye with pre-adolescent sensibility and sense of humor with an emphasis on diversity and experience. This program airs on our secondary digital stream, COOL TV, Channel 40.2	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Digital Core Program (16 of 17)		Response
Program Title	Gina D's Kids Club	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 7:00am, 7:30am, 8:00am, 8:30am, 9:00am, 9:30am	

Total times aired at regularly scheduled time	50
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	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, it maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program airs on our secondary digital stream, The Country Network, Channel 40.3
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (17 of 17)	Response
Program Title	The Outdoorsman
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00am and 9:30 am

Total times aired at regularly scheduled time	4
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.	<p>The series format includes an educational blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids and adults about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. The series is hosted by Outdoorsman International founder Buck McNeely. An international adventurer, dedicated conservationist and game management proponent, Buck promotes the enjoyment of the great outdoors for kids of all ages. The Outdoorsman has been shot on location world wide in places like: New Zealand, Argentina, Namibia, Siberia, Brazil, Botswana, Mexico, South Africa, Iceland, Costa Rica, Canada, Newfoundland, Zimbabwe, and the United States. Celebrity guests from the world of sports, literature, politics, and entertainment have appeared on the program. This program airs on our secondary digital stream, The Country Network, Channel 40.3</p>
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	Vicki Merck
Address	33 Villa Road - Suite 105
City	Greenville
State	SC
Zip	29615
Telephone Number	864-297-1313
Email Address	vmerck@cunninghambroadcasting.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	1) WMYA locally produces My Community Calendar on-air public service announcements. Local nonprofit organizations are often featured to promote their events and activities. Each announcement is 30 seconds in length and airs several times throughout the broadcast day. 2) WMYA uses their website for community calendar events. The service is free and provides schools and community groups with an opportunity to publicize their events. 3) WMYA aired various PSA's (lengths range from 10-seconds to 1 minute) such as: American Red Cross, Big Brothers/Big Sisters, Boy Scouts, McGruff Crime Prevention, Diabetes Educators, Drug Free Carolinas, Exercise with Elmo, MY Family Services, Habitat for Humanity, Wildfire Prevention, Federal Student Aid, Everyday Heroes, Generosity, Childhood Obesity, Energy Efficiency, MY Kids Wonderful World, The Wall, Kids Energy Saving, MY Kids Honesty, Kids Arbor Day.

Other Matters (16)

Other Matters (1 of 16)	Response
Program Title	Noonbory and the Super 7
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday and Tuesday 7:00am
Total times aired at regularly scheduled time	26
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.	Noonbory and the Super 7 uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. On an episode by episode basis, the Borys highlight instances in which helping, cooperation, and leadership lead to success; and other instances in which taking an untoward risk or telling a lie lead to problems and complications. By being given a delightful bird's-eye view of the community in which the Borys live, little kids gain new information and understanding about their own environment -- seeing how the Borys effectively function as citizens, and learning to do the same. The series also aids in school readiness in a second significant way. Noonbory and the Super 7 gives children an opportunity to discover and practice those primary discovery and learning to learn understandings and skills which form the groundwork of much further knowledge acquisition. Along with Noonbory, Lunabory, Jetybory, Pongdybory, Cozybory, Totobory, and Lukybory, children learn to ask appropriate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. Noonbory and the Super 7's learning goals are especially vital in view of the series' target age demographic. During the preschool years, children are undergoing an important developmental shift. They are gradually evolving from being what Piaget termed preoperational, and largely self-centered and insular; to becoming more fully functional concrete operational children who are able to productively interact with others in their environment. Kids are also going from perceiving only what is clearly visible and concrete to learning to effectively gather facts and solve more complex problems. Noonbory and the Super 7 facilitates this natural transition from insular to other directed and from concrete to thoughtful -- thereby easing kids' entry into school and the broader society. This program airs on the station's main digital stream.

Other Matters (2 of 16)	Response
Program Title	The Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday 7:00am
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons features stories about world-class athletes, accomplished artists, scholars, philanthropists and entrepreneurs all under the age of 18. Examples of the kinds of stories The Young Icons will tell include that of Patrick Pedraja, a 14-year-old actor and philanthropist who traveled America by RV, raising awareness for cancer by signing donors up for the National Marrow Registry; track phenomenon, Turquoise Thompson, who sprinted her way into the record books and earned herself a full ride to UCLA; Kimberly Anyadike, who became the youngest pilot to fly across the country; and sisters Marni and Berni Barta, who created Kidflicks, a non-profit organization that donates new and used DVDs to children's hospitals all across America. This program airs on the station's main digital stream.

Other Matters (3 of 16)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mad About Money is the program that helps you learn about earning, saving, spending and sharing your money. And we do all this while making you laugh. Mad About Money combines improv sketch comedy along with great information about your money such as the difference between cash and credit,the importance of forming a savings habit, the different levels of risk in investing. This program airs on the station's main digital stream.

Other Matters (4 of 16)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	13 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology, and offers advice on how to be more eco-wise while performing daily activities. The show also includes eco bytes(bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. This program airs on the station's main digital stream.

Other Matters (5 of 16)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death/humans and nature? This program airs on the station's main digital stream.

Other Matters (6 of 16)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 7:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This show guides young people to potential career paths. This program best illustrates our commitment to family in this example of take your kids to work for a day. The show features inspirational interviews with successful celebrities,entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show is fun and exciting and tries to help kids answer the age old question: What do I want to be when I grow up? This program airs on the station's main digital stream.
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Other Matters (7 of 16)	Response
Program Title	The Emperor's New School
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Kuzco, heir to the throne of a mythical Andean country, must graduate from Kuzco Academy before he can become the official Emperor of his land. During this process, he faces the intellectual, physical and social challenges that all teens face. In many episodes Kuzco must thwart attempts by his enemies to stop him from doing well in school. Kuzco struggles to complete his assignments and stay on track to graduate. Kuzco must remain steadfast, study hard, learn from his mistakes, relate to his citizens at all levels of society in order to ascend the throne. His loyal friend, Malina, helps Kuzco stay out of trouble and achieve his goals. Series episodes explore relevant messages, such as, coping with peer pressure, respecting authority, taking responsibility, adhering to foster family and school rules, honesty, acceptance of differences, building self-esteem and trust. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.

Other Matters (8 of 16)	Response
Program Title	The Replacements
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30am
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Riley and Todd, siblings who were raised in an orphanage after the death of their parents, long to be adopted. They find a comic book advertisement for replacement parents for a \$1.98 fee and decide to send the money. They acquire an unorthodox pair of Replacement parents, Dick Daring, a former daredevil stuntman, and Agent K., a British super-spy. Neither seems to know much about parenting, although their intentions are good. Their attempts to forge a family and adjust to a new school are both touching and comedic. Stories revolve around issues such as cooperating with household/family rules, taking responsibility, fairness, building self-esteem, and trust. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.

Other Matters (9 of 16)	Response
Program Title	That's So Raven
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00am and 10:30am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raven is a teen who is clairvoyant. Because of her special gift, Raven, a normally happy and resourceful girl, sometimes wonders if she is a freak. She has loving & supportive parents who both work outside of the home, which often makes her responsible for her younger brother after school causing the issue of typical sibling rivalry to arise. Raven also has two very close friends, Chelsea and Eddie. Everyone close to Raven knows about her clairvoyant abilities which sometimes gets her in trouble. The episodes focus on how Raven deals with growing up, being clairvoyant and deals with issues such as sibling rivalry,loyalty, self-acceptance, dealing with authority both from parents and at school, honesty, jealousy, the consequences of lying and/or cheating.This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.

Other Matters (10 of 16)	Response
Program Title	Hannah Montana
Origination	Network

Days/Times Program Regularly Scheduled	Saturday 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	10 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Thirteen-year-old Mylie Stewart, recently moved from Tennessee to Malibu, CA, leads a double life. By day she attends public high school, along with her older brother Jackson, but by night she is emerging pop star Hannah Montana. Except for her family, only her two best friends, Oliver and Lilly, and her bodyguard know about her career as a singer, and she strives to maintain privacy, fearing that her new classmates would treat her very differently if they knew of her stage identity. Miley has ordinary teenage insecurities, but remains true to herself, despite the allure of concert life, the limos, parties, and glamorous clothes. Stories examine social issues such as peer pressure, integrity, family rules, jealousy, friendship, loyalty, and issues related to bereavement. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.

Other Matters (11 of 16)	Response
Program Title	The Suite Life of Zach and Cody
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	11 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program takes place in a luxury hotel in Boston, where twelve-year-old identical twins Zack and Cody live with their divorced mom. One of the twins is polite and shy and excels in academics, while the other, an athlete, extrovert, barely scrapes by in school, due to disinterest and lack of effort, and instead often instigates wacky plans for outwitting hotel authorities, caregivers, and their mother. Series episodes explore sibling rivalry, conflicts with parents, divorce, household and hotel rules, family income limitations, responsibility, self-esteem,and peer pressure. This program originates on our sister station WLOS. WMYA broadcasts a multicast of WLOS on its digital channel.
Other Matters (12 of 16)	Response

Program Title	Beta Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00 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.	Beta Records TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indy artist interviews, tutorials and how-to's, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program airs on our secondary digital stream, COOL TV, Channel 40.2

Other Matters (13 of 16)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:30 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.	Real Life 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program airs on our secondary digital stream, COOL TV, Channel 40.2

Other Matters (14 of 16)	Response
Program Title	Ultimate Choice
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00 am and 8:30 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.	This series follows eight teenagers through a carefully orchestrated extreme adventure throughout Florida. During their time, the teenagers live their adventure 24 hours a day, saying goodbye to their normal lives and hello to an extreme experience they will never forget. Every episode presents to our teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. These experiences then help the teens develop their own individual convictions about each of the moral issues. This program airs on our secondary digital stream, COOL TV, Channel 40.2
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Other Matters (15 of 16)	Response
Program Title	Teen Kids News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00am and 9:30 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 is the first kid to kid newscast created for and delivered by children. Hosted by a diverse news team made up of child journalists reporting from a professional news set. This series meets the needs of children whose sophistication and curiosity about their world is motivated by the information explosion. Delivered eye to eye with pre-adolescent sensibility and sense of humor with an emphasis on diversity and experience. This program airs on our secondary digital stream, COOL TV, Channel 40.2

Other Matters (16 of 16)	Response
Program Title	Gina D's Kids Club
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 7:00am, 7:30am, 8:00am, 8:30am,9:00am, 9:30am
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years

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

Gina D is a fun loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturally diverse group of youngsters who are sometimes on and off camera, it maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program airs on our secondary digital stream, The Country Network, Channel 40.3

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>Anderson (WFBC-TV) Licensee, Inc.</p>

Attachments

No Attachments.