



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002900330** | File Number: **CPR-119749** | Submit Date: **04/08/2011** | Call Sign: **WRCB** | Facility ID: **59137** | City:
CHATTANOOGA | State: **TN**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/08/2011 | 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	NBC
	Nielsen DMA	Chattanooga
	Web Home Page Address	www.wrcbtv.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	5.0
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(18)

Digital Core Program (1 of 18)	Response
Program Title	TURBO DOGS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends - Dash, GT, Clutch, Stinkbert, Strut, and Mags - who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 18)	Response
Program Title	SHELLDON (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 18)	Response
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Program Title	THE MAGIC SCHOOL BUS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	THE MAGIC SCHOOL BUS (Main Program Stream 3.1 Only)

List date and time rescheduled	1/2/11, 12:00N
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 #	1/1/11 / #MSB110
Reason for Preemption	Other

Digital Core Program (4 of 18)	
	Response
Program Title	BABAR (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and returned with new episodes for the 2009-2010 schedule.

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	BABAR (Main Program Stream 3.1 Only)
List date and time rescheduled	1/2/11, 12:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	1/1/11 / BAR201
Reason for Preemption	Other

Digital Core Program (5 of 18)	Response
Program Title	WILLA'S WILD LIFE (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12:00pm
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	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	WILLA'S WILD LIFE (Main Program Stream 3.1 Only)
List date and time rescheduled	1/2/11, 1:00pm
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 #	1/1/11 / WIL013
Reason for Preemption	Other

Digital Core Program (6 of 18)	Response
Program Title	PEARLIE (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12:30pm
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	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	PEARLIE (Main Program Stream 3.1 Only)
List date and time rescheduled	1/2/11, 1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-01-01
Episode #	1/1/11 / PEA111
Reason for Preemption	Other

Digital Core Program (7 of 18)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER (Main Program Stream 3.1 Only)
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sun 11:30am
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	1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL EXPLORATION WITH JAROD MILLER -- Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes - there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 18) Response	
Program Title	THE OUTDOORSMAN (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon 8:00am
Total times aired at regularly scheduled time	1
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 OUTDOORSMAN gives the viewer a chance to see parts of the world that are rarely explored. The educational benefits are obvious: a visit to the frozen land of Russia, the pristine waters of South America and arid terrain of Africa. Each program is replete with information on domestic and international habitat, the culture of the people, and the respect for the issues of conservation. In addition to the educational value, the program highlights the benefits of travel and tourism for all viewers. The Outdoorsman with Buck McNeely is a program that entertains, educates and promotes a healthy respect for the outdoor lifestyle.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 18)		Response
Program Title		MUSTARD PANCAKES (Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Mon 8:00am
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		3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example acquiring the tools necessary to help them to be responsible members of society.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (10 of 18)		Response
Program Title		WILD AMERICA (Digital Multicast 3.2 Only)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon 8:30am
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.	WILD AMERICA's key educational objective is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Each episode will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals and the interaction of the specific ecology on the survival of the species. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 18)	Response
Program Title	IN THE ZONE (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tues 8:00am
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.	IN THE ZONE -- Magic Johnson, along with his friends, Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, and many more, teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, tennis, etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 18)	Response
Program Title	THE REAL WINNING EDGE (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tues 8:30am
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.	THE REAL WINNING EDGE series' purpose is to draw youth to the conclusions that right choices give one the winning edge in life. Each week the program profiles young achievers who are peer role models. These role models are introduced by the best of American celebrity status athletes and professionals who have also triumphed through challenges and adversity. Several topics/principles are taught in the series such as choosing love over prejudice, overcoming family tragedy, defeating substance abuse, and living by godly principles.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 18)		Response
Program Title	AQUA KIDS ADVENTURES (Digital Multicast 3.2 Only)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wed 8:00am	
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	8 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	AQUA KIDS ADVENTURES has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (14 of 18)		Response
Program Title	BETA RECORDS (Digital Multicast 3.2 Only)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wed 8:30am	
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.	BETA RECORDS TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artists 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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 18)	Response
Program Title	ANGEL'S FRIENDS (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thurs 8:00am
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.	ANGEL'S FRIENDS -- Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)	Response
Program Title	MUSTARD PANCAKES (Digital Multicast 3.2 Only)
Origination	Syndicated

Days/Times Program Regularly Scheduled	Thur 8:30am
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example acquiring the tools necessary to help them to be responsible members of society.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 18)		Response
Program Title		THE TRAVELING TRIO (Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fri 8:00am
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		8 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE TRAVELING TRIO provides programming in the areas of travel, history, geography, language and community involvement. In each episode, Olivia, Ingram and Everett begin with a geography lesson that includes the location of the destination, the flag, the language, and the bordering countries. Basic historical facts are presented in a clear, easy to understand manner as the hosts move from location to location. In every episode, the hosts interact with each other as well as merchants and children from the destination country.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18)		Response
Program Title		ARIEL, ZOEY & ELI TOO(Digital Multicast 3.2 Only)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Fri 8:30am
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.		ARIEL & ZOEY & ELI TOO introduces children to people who have accomplished great things and have a positive message. Twins Ariel and Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief.
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	MISSING (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sat 5:30am, Sun 12n
Total times aired at regularly scheduled time:	23
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.	MISSING serves the educational and informational needs of children 13-16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States.
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	ANIMAL EXPLORATION WITH JAROD MILLER (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sat 3/26 1pm
Total times aired at regularly scheduled time:	1
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.	ANIMAL EXPLORATION WITH JAROD MILLER -- Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes - there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis.
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	Pam Teague
Address	900 Whitehall Road
City	Chattanooga
State	TN
Zip	37405
Telephone Number	423-267-5412
Email Address	pteague@wrcbtv.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.	PLEASE NOTE: UNDER THE DIGITAL CORE PROGRAMMING SECTION OF THIS REPORT, WE ANSWERED YES TO #7 B, C AND 11 FOR FILING PURPOSES ONLY PER RON GRACIER OF THE FCC. THE STATION IS TOTALLY DIGITAL. CORE PROGRAMMING: Effective 1st quarter 2011, the age target for QUBO programming on NBC is now identified as 6-10 years old. 1 /1: Four of the QUBO shows preempted due to NBC's coverage of The Tournament of Roses Parade, aired on Sun 1/2 as follows: The Magic School Bus 12n, Babar 12:30pm, Willa's Wild Life 1pm, and Pearlie 1:30pm. RTV: Effective 1/10, Mustard Pancakes replaced The Outdoorsmans on Monday's at 8am. OTHER MATTERS: 5/7: Pearlie, preempted due to NBC's coverage of National Hockey League, is rescheduled in its 2nd home at 8:30am. 5/28: NBC's coverage of French Open Tennis preempts Willa's Wild Life and Pearlie but are rescheduled in their 2nd homes at 8:00 and 8: 30am. 6/4: Due to NBC's coverage of French Open Tennis, Turbo Dogs, Shelldon and The Magic School Bus are preempted but rescheduled to air later in the day starting at 1pm. Babar, also preempted due to French Open Tennis, is rescheduled to air on Sun 6/5 at 2pm. 6/5: Animal Exploration with Jarod Miller, preempted due to French Open Tennis, is rescheduled later, same day, at 2:30pm. SEE PUBLIC FILE FOR THE FOLLOWING INFORMATION: 1. Programming that contributes, as part of WRCB's overall programming, serving the educational and informational needs of children 16 and under. 2. WRCB's non-broadcast efforts to address the educational and informational needs of children 16 and under. 3. WRCB's Public Service schedule targeted to children 16 and under. 4. NBC's non-broadcast efforts to address the educational and informational needs of children 16 and under. 5. NBC's Public Service schedule targeted to children 16 and under. 6. Other programming furnished by NBC that contributes, as part of, NBC's overall programming to serve the educational and informational needs of children 16 and under. 7. Network on-air promotional efforts.

Other Matters (17)

Other Matters (1 of 17)	Response
Program Title	TURBO DOGS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:00am or 1:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS is a show about six canine friends -- Dash, GT, Clutch, Stinkbert, Strut, and Mags -- who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode.

Other Matters (2 of 17)	Response
Program Title	SHELLDON (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 10:30am or 1:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection.
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Other Matters (3 of 17)	Response
Program Title	THE MAGIC SCHOOL BUS (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11:00am or 2:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic.

Other Matters (4 of 17)	Response
Program Title	BABAR (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 11:30am or Sun 2:00pm

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. BABAR first appeared on the schedule in 2007 and returned with new episodes for the 2009-2010 schedule.

Other Matters (5 of 17)	Response
Program Title	WILLA'S WILD LIFE (Main Program Stream 3.1 Only)
Origination	Network
Days/Times Program Regularly Scheduled	Sat 12:00n or 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.

Other Matters (6 of 17)	Response
Program Title	PEARLIE (Main Program Stream 3.1 Only)
Origination	Network

Days/Times Program Regularly Scheduled	Sat 12:30pm or 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends Opal, and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch rival, Saphira who is also her fairy cousin. While Pearlle is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so ultimately every problem is solved and Pearlle learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva Saphira. Fortunately, Pearlle rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlle because she has big responsibilities.

Other Matters (7 of 17)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER (Main Program Stream 3.1 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun 11:30am or 2:30pm
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.	ANIMAL EXPLORATION WITH JAROD MILLER -- Each week Jarod looks at exotic and domestic animals from his own unique perspective. Every week Jarod travels to zoos and aquariums to explore animals that fit a particular theme, whether its the need for speed or animal heroes - there is always something amazing happening. Filled with energy, youth and humor, Jarod is a welcome visitor in living rooms around America on a weekly basis.

Other Matters (8 of 17)	Response
Program Title	MUSTARD PANCAKES (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon 8:00am
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example acquiring the tools necessary to help them to be responsible members of society.

Other Matters (9 of 17)	Response
Program Title	WILD AMERICA (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mon 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILD AMERICA's key educational objective is to familiarize children with the animals of the North American content, their interaction with other animals and their environment. Each episode will be specific to a particular animal. Topics will range from basic food gather, mating, natural enemies, relationships to other animals and the interaction of the specific ecology on the survival of the species. Throughout the series emphasis will be placed upon protecting endangered species and the impact that humans have while interacting in their environment.

Other Matters (10 of 17)	Response
Program Title	IN THE ZONE (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tues 8:00am
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.	IN THE ZONE -- Magic Johnson, along with his friends, Karim Abdul-Jabbar, Carmelo Anthony, Kenny "The Jet" Smith, and many more, teach teens the importance of conditioning and education in order to master the intricacies of sports ranging from basketball, baseball, football, soccer, hockey, tennis, etc.

Other Matters (11 of 17)	Response
Program Title	THE REAL WINNING EDGE (Digital Multicast 3.2 Only)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Tues 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE REAL WINNING EDGE series' purpose is to draw youth to the conclusions that right choices give one the winning edge in life. Each week the program profiles young achievers who are peer role models. These role models are introduced by the best of American celebrity status athletes and professionals who have also triumphed through challenges and adversity. Several topics/principles are taught in the series such as choosing love over prejudice, overcoming family tragedy, defeating substance abuse, and living by godly principles.

Other Matters (12 of 17)	Response
Program Title	AQUA KIDS ADVENTURES (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wed 8:00am
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.	AQUA KIDS ADVENTURES has compelling content that works across cultures and aims to grow awareness and participation in all water activities for kids across America. Aqua Kids Adventures travels the planet visiting a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent of motivating other kids to become active citizens on the issue of pollution of water environments.

Other Matters (13 of 17)	Response
Program Title	BETA RECORDS TV (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wed 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA RECORDS TV is an educational and instructional music centric series. It follows a magazine format with segments ranging from major and indie artists 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.
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Other Matters (14 of 17)	Response
Program Title	ANGEL'S FRIENDS (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thur 8:00am
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.	ANGEL'S FRIENDS -- Pretty Raf, a young angel lives in Angel Town, the metropolis of the angels. Along with her best friends, Urie and Dolce, she attends a special class in school that will transform them into 100% Guardian Angels! This is why they are sent to Earth, accompanied in their mission by their respective mascots, tiny animals gifted with magical powers, but their task is pitted by the Devils, young devils that have to practice to become 100% Guardian Devils!

Other Matters (15 of 17)	Response
Program Title	MUSTARD PANCAKES (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thur 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MUSTARD PANCAKES serves children's social and emotional development, as well as their intellectual development. Children are exposed to the importance of responsibility, sharing, communicating, helping others and many other life skills. Through the scenarios displayed in each program, children learn by example acquiring the tools necessary to help them to be responsible members of society.

Other Matters (16 of 17)	Response
Program Title	THE TRAVELING TRIO (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fri 8:00am

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.	THE TRAVELING TRIO provides programming in the areas of travel, history, geography, language and community involvement. In each episode, Olivia, Ingram and Everett begin with a geography lesson that includes the location of the destination, the flag, the language, and the bordering countries. Basic historical facts are presented in a clear, easy to understand manner as the hosts move from location to location. In every episode, the hosts interact with each other as well as merchants and children from the destination country.

Other Matters (17 of 17)	Response
Program Title	ARIEL & ZOEY & ELI TOO (Digital Multicast 3.2 Only)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fri 8:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ARIEL & ZOEY & ELI TOO introduces children to people who have accomplished great things and have a positive message. Twins Ariel and Zoey sing for crowds of adoring fans and Eli makes them laugh. They interview famous people, make cupcakes with famous chefs and perform their signature songs while Eli is of course getting into mischief.

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>Sarkes Tarzian, Inc.</p>

Attachments

No Attachments.