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Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-120250** | Submit Date: **04/11/2011** | Call Sign: **WECT** | Facility ID: **48666** | City:
WILMINGTON | State: **NC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/11/2011 | 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	Wilmington NC
	Web Home Page Address	www.wect.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(12)

Digital Core Program (1 of 12)	Response
Program Title	Turbo Dogs (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10a-10:30a, 01/01/11-03/26/11
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	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 an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	Shelldon (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30a-11a, 01/01/11-03/26/11
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	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 about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab) face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In all cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 12)	Response
Program Title	The Magic School Bus (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11a-11:30a, 01/01/11-03/26/11
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	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 based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the storyline. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 12)	Response
Program Title	Babar (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30a-12p, 01/01/11-03/26/11
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 is returning with new episodes in 2009. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's coverage of the Tournament Of Roses Parade from 11:30a-1p on 1/1/11, Babar was preempted. The preempted episode of Babar was made good on 1/2/11, from 12p-12:30p.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Babar (main digital channel programming)
List date and time rescheduled	01-02-11/12p-12:30p
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01-01-11/BAR201
Reason for Preemption	Public Interest

Digital Core Program (5 of 12)	Response
Program Title	Willa's Wild Life (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 12p-12:30p, 01/01/11-03/26/11
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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 a new animated series centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets: an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's coverage of the Tournament Of Roses Parade from 11:30a-1p on 1/1/11, Willa's Wild Life was preempted. The preempted episode of Willa's Wild Life was made good on 1/2/11, from 12:30p-1p. WECT lost its over-the-air signal from 12:12pm-1:21pm on 1/15/11. A very small number of viewers would have missed the last 18 minutes of Willa's Wild Life. To make the loss good for its over-the-air viewers, WECT scheduled an episode of Willa's Wild Life on 1/30/11, from 11a-11:30a, with prior promotion.
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 digital channel programming)
List date and time rescheduled	01-02-11/12:30p-1p
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01-01-11/WIL013
Reason for Preemption	Public Interest

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life (main digital channel programming)
List date and time rescheduled	1-30-11/11a-11:30a
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01-15-11/WIL004

Reason for Preemption		Other
Digital Core Program (6 of 12)		
	Response	
Program Title	Pearlie (main digital channel programming)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays, 12:30p-1p, 01/01/11-03/26/11	
Total times aired at regularly scheduled time	11	
Total times aired	13	
Number of Preemptions	2	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	2	
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.	<p>"Pearlie" is an animated comedy series based on the children's book series Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6-10 year old range, Pearlle focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlle's nemesis and cousin Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, we see Pearlle approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Due to NBC's coverage of the Tournament Of Roses Parade from 11:30a-1p on 1/1/11, Pearlle was preempted. The preempted episode of Pearlle was made good on 1/2/11, from 1p-1:30p. WECT lost its over-the-air signal from 12:12pm-1:21pm on 1/15/11. A very small number of viewers would have missed Pearlle in its entirety. To make the loss good for its over-the-air viewers, WECT scheduled an episode of Pearlle on 1/30/11, from 11:30a-12p, with prior promotion.</p>	

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	Pearlie (main digital channel programming)
List date and time rescheduled	01-30-11/11:30a-12p
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01-15-11/PEA102
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie (main digital channel programming)
List date and time rescheduled	01-02-11/1p-1:30p
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	01-01-11/PEA111
Reason for Preemption	Public Interest

Digital Core Program (7 of 12)	Response
Program Title	Animal Atlas (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 01/02/2011-03/27/2011, 10am-10:30am

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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Animal Atlas" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations that became effective 1/2/97, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Audio was lost during the 10a episode of Animal Atlas on 3/27/11. This episode will be made good, with full audio, on 4/3/11, from 1p-1:30p.
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	Animal Atlas (digital multi-cast channel programming)
List date and time rescheduled	04-03-11/1p-1:30p
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	03-27-11/WATLAS1A
Reason for Preemption	Other

Digital Core Program (8 of 12)	Response
Program Title	Safari Tracks (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 01/02/2011-03/27/2011, 10:30am-11am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, "Safari Tracks" takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and siblings. SAFARI TRACKS educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations that became effective 1/2/97, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services. Audio was lost for the first 22 minutes of the 10:30a episode of Safari Tracks on 3/27/11. This episode will be made good, with full audio, on 4/3/11, from 1:30p-2p.

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	Safari Tracks (digital multi-cast channel programming)
List date and time rescheduled	04-03-11/1:30p-2p
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	03-27-11/SAFARI1A
Reason for Preemption	Other

Digital Core Program (9 of 12)	Response
Program Title	Animal Atlas (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 01/02/2011-03/27/2011, 11am-11:30am
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.	"Animal Atlas" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations that became effective 1/2/97, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 12)	Response
Program Title	Safari Tracks (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 01/02/2011-03/27/2011, 11:30am-12pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, SAFARI TRACKS takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and siblings. SAFARI TRACKS educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations that became effective 1/2/97, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	Animal Atlas (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 01/02/2011-03/27/2011, 12pm-12:30pm
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.	"Animal Atlas" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations that became effective 1/2/97, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	Safari Tracks (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 01/02/2011-03/27/2011, 12:30pm-1pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, SAFARI TRACKS takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and siblings. "Safari Tracks" educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations that became effective 1/2/97, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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	Gary McNair
Address	322 Shipyard Blvd.
City	Wilmington
State	NC
Zip	28412
Telephone Number	910-791-8070
Email Address	gmcnair@wect.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.	"The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, message boards, kids' pages and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. Wilmington, NC, was selected as the first United States television market to broadcast entirely in digital. This early transition took place on September 8, 2008. Being within the Wilmington, NC, market, WECT was one of the stations to take part in the early digital transition. On September 8, 2008, WECT ceased its analog signal and converted to digital. Since September 8, 2008 WECT has operated as a digital-only station. This FCC 398 was filled out based on the fact that WECT no longer has any analog programming. Therefore, question 10 reports all of our main digital channel programming, as well as our multi-cast digital channel programming. Also, since WECT ceased analog operations and converted to digital-only operations prior to the start of the reporting period, Questions 7(b) and 7(c) are no longer applicable.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Turbo Dogs (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 04/02/11-06/25/11, 10a-10:30a
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 an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (2 of 8)	Response
Program Title	Shelldon (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 04/02/11-06/25/11, 10:30a-11a
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 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. In compliance with the Children's Television regulations that became effective 1/2 /97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (3 of 8)	Response
Program Title	The Magic School Bus (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 04/02/11-06/25/11, 11a-11:30a
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 based on series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges her students to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a socio-emotional problem to solve that is embedded into the story line. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (4 of 8)	Response
Program Title	Babar (main digital channel programming)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 04/02/11-06/25/11, 11:30a-12p
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.	Based on the books by Laurent de Brunhoff, "Babar" 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. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (5 of 8)	Response
Program Title	Willa's Wild Life (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 04/02/11-06/25/11, 12p-12:30p
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 centered on a six-year-old girl, and her menagerie of animals. Willa lives at home with her father and pets: an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience. In compliance with the Children's Television regulations that became effective 1/2 /97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (6 of 8)	Response
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Program Title	Pearlie (main digital channel programming)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 04/02/11-06/25/11, 12:30p-1p
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" is an animated comedy series based on the children's book series Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6-10 year old range, Pearlie focuses on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, we see Pearlie approach new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order. In compliance with the Children's Television regulations that became effective 1/2/97, the QUBO programs feature an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Other Matters (7 of 8)	Response
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Program Title	Animal Atlas (digital multi-cast channel programming)
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays, 04/03/11-06/26/11, 10a, 11a, 12p
Total times aired at regularly scheduled time	39
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 Atlas" travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Viewers learn about the animals lives, their history, and the adaptations that have allowed them to survive and thrive. But best of all, viewers meet the animals face to face, whether ape or giant lizard, shark or tiger, or any other amazing animal from the Americas, Africa, Asia, Antarctica, the oceans, and everywhere in between. Ah, wildlife! Ah, the tame and the domesticated! Learning about animals is heartwarming, invigorating, and wildly entertaining all at the same time. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas. In compliance with the Children's Television regulations that became effective 1/2/97, Animal Atlas features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.

Other Matters (8 of 8)	Response
Program Title	Safari Tracks (digital multi-cast channel programming)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 04/03/11-06/26/11, 10:30a, 11:30a, 12:30p
Total times aired at regularly scheduled time	39
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Safari Tracks" is an exciting and entertaining series focused entirely on African wildlife. Filmed in exotic African locations, every show will explore the magnificent and mysterious world of Africa's animals, all in their natural habitat. Led by Ushaka, the show's young South African host, "Safari Tracks" takes the viewer from the brushlands of the Savanna to the great Okavango, from the greatest game reserves to the most remote beaches of Madagascar - and beyond! You'll see everything from rare African birds to "creepy crawlers" to animal babies interacting with their mothers and siblings. "Safari Tracks" educates young viewers about wildlife conservation and shows them how to better support efforts to protect endangered species. All of this while remaining fun, fast-paced and always surprising. In compliance with the Children's Television regulations that became effective 1/2/97, Safari Tracks features an on-air icon indicating that each program is "educational and informational" for children. This "E/I" icon is displayed throughout each broadcast, as well as identified to program listing services.
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Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>WECT License Subsidiary, LLC</p>

Attachments

No Attachments.