

Federal Communications Commission
Washington D.C. 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 06/30/1999

| | | | | | |
|--|----------------|----------------------|-------|--|------------------------------------|
| 1. Call Sign | Channel Number | Community of License | | | |
| WRCB-TV | 3 | City | State | County | ZIP Code |
| | | Chattanooga | TN | Hamilton | 37405 |
| Licensee | | | | | Previous call sign (if applicable) |
| Sarkes Tarzian, Inc. | | | | | |
| <input checked="" type="checkbox"/> Network Affiliation: NBC | | Nielsen DMA | | World Wide Web Home Page Address (if applicable) | |
| <input type="checkbox"/> Independent | | Chattanooga | | | |

Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c). 3.5
3. Does the licensee identify each Core Program at the beginning of the airing of each program as required by C.F.R. Section 73.673? _X_ Yes ___ No
4. 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? _X_ Yes ___ No
5. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

| | | | |
|---|-------------------|-----------------------|---|
| Title of Program #1: Saved By the Bell: The New Class (1) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SA 10:00-10:30 am | 13 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 13 years to 16 years | | | |
| <p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming.</p> <p>The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved through this series by exploring social themes through the daily school life of six teenage friends at Bayside High who help each other make the most of growing up in a complicated world. The Bayside kids give teens a useful perspective on many of the tough issues they have to face both in their peer relationships, and in personal decision-making both in and out of the classroom.</p> | | | |

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|--|-------------------------|--------------------------|--|
| Title of Program #2: Hang Time (1) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SA 10:30-11:00 am | 13 | 0 | |
| Length of Program: 30 (minutes) | | | |
| 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 educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by showing how a group of teens deals with gender equality, competition, cooperation, and balancing priorities. | | | |

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|--|-------------------------|--------------------------|--|
| Title of Program #3: Hang Time (2) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SA 12:00-12:30 pm | 10 | 3 | 5/8 8-8:30a (2nd home)(Preempted due to NBA Basketball) |
| Length of Program: 30 (minutes) | | | 5/15 8-8:30a (2nd home)(Preempted due to NBA Basketball) |
| Age of Target Child Audience: from 13 years to 16 years | | | 6/5 8-8:30a (2nd home)(Preempted due to French Open Tennis) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by showing how a group of teens deals with gender equality, competition, cooperation, and balancing priorities. | | | |

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|--|-------------------------|--------------------------|--|
| Title of Program #4: NBA: Inside Stuff | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SA 12:30-1:00* | 9 | 4 | 5/8, 15, 6/5, 19 aired 8:30-9am (2nd home) |
| Length of Program: 30 (minutes) | | | *5/1 NBC Special Report aired 12:38-12:44 pm |
| 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 educational objective of this program is to introduce the teen audience to the pro-social, off-court activities of basketball players and other individuals, and to individuals who have overcome various obstacles in order to achieve their goals. The program segments are based on a curriculum inspired by the U.S. Department of Education's Goals 2000, with particular focus on messages encouraging the following values: school completion, community service, cooperation, tolerance of differences, healthful practices and athletics, peaceful conflict resolutions and global awareness. These educational and informational messages are conveyed primarily through real life examples, interviews and commentary by the program's hosts. | | | |

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|--|-------------------------|--------------------------|--|
| Title of Program #5: City Guys | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SA 11:30-12:00 noon | 13 | 0 | |
| Length of Program: 30 (minutes) | | | |
| 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 educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by exploring the pressures of living in a big city environment where situations are sometimes so difficult and challenging, kids have to learn sophisticated and responsible decision-making to be safe and stay focused. The series follows the encounters and problem-solving of two young men through an eventful school year at Manhattan High and shows teens how to work with their principal, family and friends to be successful. | | | |

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|---|-------------------------|--------------------------|--|
| Title of Program #6: One World | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SA 11:00-11:30 am | 13 | 0 | |
| Length of Program: 30 (minutes) | | | |
| 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 educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories -- intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved through this series by exploring socio-emotional themes of identity, self-worth, social reciprocity, service to others and acceptance of differences. Through the characters in the show, our audience will see examples of different approaches to resolving problems caused by these issues. | | | |

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|---|-------------------------|--------------------------|--|
| Title of Program #7: Jack Hanna's Animal Adventure | | | Origination Syndicated |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SU 11:30-12:00 noon | 12 | 1 | |
| Length of Program: 30 (minutes) | | | |
| 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 each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. | | | |

Non-Core Educational and Informational Programming

6.. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of

the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

| | | | |
|--|-------------------------|--------------------------|--|
| Title of Program #1: Nick News | | | Origination Syndicated |
| Dates/Times Program Aired: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SU 6:00-6:30 am/ T 6/8 4:30-5:00 pm | 14 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 6 years to 11 years | | | |
| Describe the program. The purpose of this program is to provide a forum for kids to think and ask questions about the world around them, to give kids information and background they need to understand events, to illuminate the future potential in current events for kids, to give kids ways of using news as a part of their lives, to enable and encourage kids to take a point of view and to help kids feel good about knowing and wanting to know. | | | |
| Does the program have educating and informing children ages 16 and under as a significant purpose? _X_ Yes ___ No | | | |
| If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? _X_ Yes ___ No | | | |
| If 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? _X_ Yes ___ No | | | |

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|--|-------------------------|--------------------------|--|
| Title of Program #2: KidsTalk | | | Origination Local |
| Dates/Times Program Aired: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| T 6/8 4:00-4:30 pm/SA 6/12 1:00-1:30 pm | 2 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 13 years to 16 years | | | |
| Describe the program. A locally produced program targeted to children 13-16 years of age. In our summer edition of KidsTalk we had a central theme of music. Our kids at the Creative Discovery Museum learned all the elements that go into music as a whole. Rhythm, melody and mixing. Dabbling into different kinds of music we featured a local professional jazz pianist. We visited UTC's Cadek Conservatory where we talked with scholarship winners on their love for music and dedication in making their musical dreams a reality. And speaking of dreams a reality, we rounded the show off by showing the kids, two teenagers who have ridden their talent all the way into the national music scene. Jonny Lang, blues guitarist and Lila McCann, a country singer ended the show showing the kids that hard work and dedication can become a reality. | | | |
| Does the program have educating and informing children ages 16 and under as a significant purpose? _X_ Yes ___ No | | | |
| If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? _X_ Yes ___ No | | | |
| If 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? _X_ Yes ___ No | | | |

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|---|-------------------|-----------------------|---|
| Title of Program #3: Jack Hanna's Animal Adventures | | | Origination Syndicated |
| Dates/Times Program Aired: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SU 5:00-5:30 pm | 1 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 13 years to 16 years | | | |
| Describe the program. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. | | | |
| Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| If 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? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |

Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming.

| | | | |
|---|-------------------------|---------------------|-------------------------------|
| Title of Program #1: Saved By the Bell: The New Class (1) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 10-10:30 am | 12 | 30 (minutes) | from 13 to 16 (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved through this series by exploring social themes through the daily school life of six teenage friends at Bayside High who help each other make the most of growing up in a complicated world. The Bayside kids give teens a useful perspective on many of the tough issues they have to face both in their peer relationships, and in personal decision-making both in and out of the classroom. | | | |

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|---|-------------------------|---------------------|-------------------------------|
| Title of Program #2: Hang Time (1) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 10:30-11:00 am | 12 | 30 (minutes) | from 13 to 16 (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by showing how a group of teens deals with gender equality, competition, cooperation, and balancing priorities. | | | |

| | | | |
|---|-------------------------|---------------------|-------------------------------|
| Title of Program #3: Hang Time (2) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 12:00-12:30 pm or 8:00-8:30 am (thru 9/4) | 9 | 30 (minutes) | from 13 to 16 (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by showing how a group of teens deals with gender equality, competition, cooperation, and balancing priorities. | | | |

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|---|-------------------------|---------------------|-------------------------------|
| Title of Program #4: NBA: Inside Stuff | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 12:30-1:00 pm or 8:30-9:00 am | 11 | 30 (minutes) | from 13 to 16 (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to introduce the teen audience to the pro-social, off-court activities of basketball players and other individuals, and to individuals who have overcome various obstacles in order to achieve their goals. The program segments are based on a curriculum inspired by the U.S. Department of Education's Goals 2000, with particular focus on messages encouraging the following values: school completion, community service, cooperation, tolerance of differences, healthful practices and athletics, peaceful conflict resolutions and global awareness. These educational and informational messages are conveyed primarily through real life examples, interviews and commentary by the program's hosts. | | | |

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|---|-------------------------|---------------------|-------------------------------|
| Title of Program #5: City Guys (A) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 11:30-12:00 noon; Eff 9/4 11:00-11:30 am | 11 | 30 (minutes) | from 13 to 16 (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by exploring the pressures of living in a big city environment where situations are sometimes so difficult and challenging, kids have to learn sophisticated and responsible decision-making to be safe and stay focused. The series follows the encounters and problem-solving of two young men through an eventful school year at Manhattan High and shows teens how to work with their principal, family and friends to be successful. | | | |

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|---|-------------------------|---------------------|-------------------------------|
| Title of Program #6: One World | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 11:00-11:30a Eff. 9/11 11:30-12:00 noon | 11 | 30 (minutes) | from 13 to 16 (years) |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. The educational objective of this program is to demonstrate how the knowledge of one or more characters in the | | | |

The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories -- intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved through this series by exploring socio-emotional themes of identity, self-worth, social reciprocity, service to others and acceptance of differences. Through the characters in the show, our audience will see examples of different approaches to resolving problems caused by these issues.

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|--|-------------------------|---------------------|-------------------------------|
| Title of Program #7: City Guys (B) | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SA 12-12:30 pm (Eff. 9/11) | 2 | 30 (minutes) | from 13 to 16 (years) |

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

The educational objective of this program is to demonstrate how the knowledge of one or more characters in the story moves from one level to a more informed or higher level of knowledge by the end of each episode. This change in knowledge conveys an educational message to the audience which may fall into one or more categories - intellectual-cognitive and/or socio-emotional. The message will always be integral to the plot and present throughout the script. This objective is achieved in this series by exploring the pressures of living in a big city environment where situations are sometimes so difficult and challenging, kids have to learn sophisticated and responsible decision-making to be safe and stay focused. The series follows the encounters and problem-solving of two young men through an eventful school year at Manhattan High and shows teens how to work with their principal, family and friends to be successful.

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|---|-------------------------|---------------------|-------------------------------|
| Title of Program #8: Jack Hanna's Animal Adventures | | | Origination Syndicated |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SU 11:30-12:00 noon | 11 | 30 (minutes) | from 13 to 16 (years) |

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

In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.

8. Does the licensee publicize the existence and location of the stations's Children's Television ☒ Yes ☐ No Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)?

9. List Core Programs, if any, aired by other stations that are sponsored by the licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

| Name of Program | Call Letters of Station Airing Sponsored Program | Channel Number of Station Airing Sponsored Program | Did total programming Increase? ___ Yes ___ No |
|-----------------|--|--|---|
| | | | |

For each Core Program sponsored by the licensee, complete the chart below.

| | | | |
|--|-------------------|-----------------------|---|
| Title of Program #1: | | | Origination |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| | | 0 | |
| Length of Program: (minutes) | | | |
| Age of Target Child Audience: from years to years | | | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | | |

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| 10. Name of children's programming liaison: | |
| Name Pam Teague | Telephone Number (include area code) 423-267-5412 |
| Address 900 Whitehall Road | Internet Mail Address (if applicable) pteague@wrcbtv.com |
| City Chattanooga | State TN |

11. 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 non-core 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, NOTE 2.

See public file for the following information:

- 1. Programming that contributes, as part of WRCB's overall programming serving the educational and information 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.**

To supplement and enhance the educational value of the network's "Teen NBC" programs, NBC has a website (www.nbc.com/tnbc) specifically dedicated to teens. The design of this site not only brings teens to the website for entertainment, but provides a valuable means of amplifying the educational content of the shows by bringing teens to a new level of exploration for the subjects presented in the shows.


Highlights of the website include the feature "How Do You Rate?" which allows viewers to explore in depth many of the difficult issues TNBC characters face each week, including substance abuse, sexual harassment, peer pressure, competition, violence, conflict resolution and many critical family issues. Teens take quizzes and surveys to see how they would handle these situations, and through video clips, compare their responses with each show's resolution. "How Do You Rate?" will also collect data and allow teens to see how their answers compare with other teens on the site.

Other features of the website include the "Take A Stand" section which encourages teens to get involved in community service by profiling teen volunteers and voluntary organizations across the country, and the "College Connection" section which features links for teens to get information on college scholarship opportunities.

[It was necessary to reschedule certain shows this quarter due to conflicts with live network sports. In each instance of rescheduling, prior notice was given to viewers both over-the-air and through our local listing services.]

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

| | |
|---|--|
| Name of Licensee Sarkes Tarzian, Inc. | Signature (only for printed version)  |
| Date July 9, 1999 | |

FCC 398
August 1997 (1.2)
(end)