

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) 12/31/2000

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

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).

3.50

3. Does the licensee identify each Core Program at the beginning of the airing of each program as ☒ Yes ☐ No required by C.F.R. Section 73.673?

4. Does the licensee provide information identifying each Core Program aired on its station, ☒ Yes ☐ No including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?

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: Hang Time			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			
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 #2: 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 [10:30-11:00am]	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. 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.</p>			

Title of Program #3: City Guys (1)			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
SA [11:00-11:30am]	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. 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.</p>			

Title of Program #4: Just Deal			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
SA [11:30-12:00noon]	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. This series focuses on the development of three teens who are uniquely different from one another yet forge deep bonds of friendship through their shared interests and problems. As these three navigate their way through high school, they will deal with all the important issues of adolescence, modeling their problem-solving and decision-</p>			

making for the teen audience. The overarching goal of this series is to take the viewer from one level of knowledge to a more informed or higher level of knowledge within each episode. This is achieved through the storylines, where one or more of the three main characters will demonstrate active problem-solving and decision-making related to a specific topic. Each week, embedded in an evolving, continuous process of friendship and values clarification, a character will deal with a specific challenge. Topics will include, for example, racial identity, understanding and accepting loss, facing failure, effective communication, conflict management, personal responsibility, service to others, trust and betrayal, academic achievement, life balance, and tolerance.

Title of Program #5: City Guys (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]	12	1	Sat 10/21 - 8-8:30am - Moved to d home due to NBC Golf coverage.
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.			

Title of Program #6: 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 [12:30-1:00pm]	11	2	Sat 10/7 & 10/21 - 8:30-9am - Moved to 2nd home due to NBC Golf coverage.
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 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.			

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	Sun 10/1 - P/E due to Olympics. Aired Sat

Length of Program: 30 (minutes)	9/30 @ 9am - On last qtrs rpt. Sat 10/21 - 9-9:30am - Moved to 2nd home due to NBC Golf coverage.
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 who 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: KidsTalk			Origination Local
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
T [4:00-4:30pm 12/26] & SA [1:00-1:30pm 12/30]	2	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 11 years to 16 years			
Describe the program. A locally produced program targeted at children 11-16 years of age. In this episode of KidsTalk Inhalant abuse is on the rise in the Tennessee Valley. Our reporter, Eric Phillips, tells us about the dangers of this deadly addiction. In Dalton, GA, a 17 year-old student gives us a tour of her brand new business. Letter writing has always been a fun way for kids to communicate. Has instant messaging by the internet changed the way kids correspond? Karate is a sport that teaches mind control. A dojo in Ringgold, GA takes the extra effort to teach control but also responsibility. And as the Christmas season comes to a close, KidsTalk visits over 300 kids who take part in "The Nutcracker Ballet".			
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			

Title of Program #2: 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.
T [4:30-5pm 12/26], SA [5:30-6pm 11/4, 1:30-2pm 12/30] & SU [6-6:30am 11/12 & 12/10]	5	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 who 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: Hang Time			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SA [10:00-10:30 am]	13	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 #2: One World			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SA [10:30-11:00am]	13	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 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.			

Title of Program #3:	Origination
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City Guys (1)			Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SA [11:00-11:30am]	13	30 (minutes)	from 13 to 16 (years)
<p>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.</p>			

Title of Program #4: Just Deal			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SA [11:30-12:00noon]	13	30 (minutes)	from 13 to 16 (years)
<p>Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This series focuses on the development of three teens who are uniquely different from one another yet forge deep bonds of friendship through their shared interests and problems. As these three navigate their way through high school, they will deal with all the important issues of adolescence, modeling their problem-solving and decision-making for the teen audience. The overarching goal of this series is to take the viewer from one level of knowledge to a more informed or higher level of knowledge within each episode. This is achieved through the storylines, where one or more of the three main characters will demonstrate active problem-solving and decision-making related to a specific topic. Each week, embedded in an evolving, continuous process of friendship and values clarification, a character will deal with a specific challenge. Topics will include, for example, racial identity, understanding and accepting loss, facing failure, effective communication, conflict management, personal responsibility, service to others, trust and betrayal, academic achievement, life balance, and tolerance.</p>			

Title of Program #5: City Guys (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 9:30-10:00am]	13	30 (minutes)	from 13 to 16 (years)
<p>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.</p>			

Title of Program #6: NBA Inside Stuff			Origination Network
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Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
SA [12:30-1:00pm]	13	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 who 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.

Title of Program #7: 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]	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. In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jack talks with people who 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 Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)? ☒ Yes ☐ No

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?
			<input type="checkbox"/> Yes <input type="checkbox"/> 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.			

10. Name of children's programming liaison:	
Name	Telephone Number (include area code)

Pam Teague	(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 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.**

To supplement and enhance the educational value of the network's "Teen NBC" programs, NBC has a web site (www.nbc.com/tnbc) specifically dedicated to teens. This site was recently re-launched with a new design. The goals of this site are first, to create a platform for the teen community where opportunities for self-expressions become the core of the interactive experience; second to build these communities wherever possible around the themes and ideas generated within the TNBC shows themselves; and third, to provide online resources of information and guidance around the issues that most effect teens' lives.


Features of the web site include information on the upcoming episodes of each of the TNBC shows, as well as information about the shows and their cast members. A free TNBC email service is provided to teens to foster community and communication. There is a prominent link to the Snap.com "Teen Zone" which includes polls, message boards and features on subjects such as relationships, family, advice columns, dating, drugs and alcohol, entertainment and other teen sites on the web. There are chat rooms for teens, hosted by Talk City, and there are links to web page building and hosting services.

[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.

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Name of Licensee Sarkes Tarzian, Inc.	Signature (only for printed version) 
Date January 9, 2001	

FCC 398
August 1997 (1.2)
(end)