

## FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending 06/30/2010 Filed on: 07/07/2010

Call Sign	Channel Numbers	Community of License		
		City	State	County
WACH	57 (analog) 48 (digital)	COLUMBIA	SC	RICHLAND
ZIP Code 29201				

Licensee Name  
d/b/a **COLUMBIA LICENSEE LLC**

Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)
FOX	Columbia SC	WWW.MIDLANDSCONNECT.COM
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date
19119		2012-12-01

### Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(e).
- |            |
|------------|
| 0.00 hours |
|------------|
3. (a) 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. §73.673?
- |   |
|---|
| Y |
|---|
- (b) Identify publishers who were sent information in 3(a).

DATA TRIBUNE MEDIA SERVICES, TV GUIDE, TV GUIDE CHANNEL, THE STATE NEWS, WORLDNOW.COM, SATELLITE TV WEEK, SPORTS VUE, INC., USA TODAY, FYI TV

4. 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.  
*[There are no analog core program reports.]*

### Non-Core Educational and Informational Programming

5. 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. §73.671. Complete chart below for each additional such educational and informational program.  
*[There are no analog non-core program reports.]*

### Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.  
*[There are no analog sponsored core program broadcast reports.]*  
*[There are no analog sponsored core program detail reports.]*

### Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- |            |
|------------|
| 3.50 hours |
|------------|
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- |   |
|---|
| N |
|---|

- (c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. Y
- If No to 7(c), submit as an Exhibit a Statement of Explanation. (None Required)
8. (a) 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. 0.00 hours
- (b) 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. §73.671. 0.00 hours
9. (a) 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. §73.673? Y
- (b) Identify publishers who were sent information in 9(a).

DATA TRIBUNE MEDIA SERVICES, TV GUIDE, TV GUIDE CHANNEL, THE STATE NEWS, WORLDNOW.COM, SATELLITE TV WEEK, SPORTS VUE, INC., USA TODAY, FYI TV

10. 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 Digital Core Program #1		Origin	Age of Target Audience		E/I Symbol Used As Required
<b>SAVED BY THE BELL</b>		<b>SYNDICATED</b>			
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions			
<b>SAT 7-7:30AM</b>	<b>13</b>	<b>0</b>	From	To	
Length of Program			<b>6 years</b>	<b>16 years</b>	<b>Y</b>
<b>30 minutes</b>					

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

**SAVED BY THE BELL stories are told through a teenager's point of view. Themes deal with issues of peer pressure, self-esteem, tolerance and acceptance.**

Title of Digital Core Program #2		Origin	Age of Target Audience		E/I Symbol Used As Required
<b>SAVED BY THE BELL</b>		<b>SYNDICATED</b>			
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions			
<b>SAT 7:30-8AM</b>	<b>13</b>	<b>0</b>	From	To	
Length of Program			<b>6 years</b>	<b>16 years</b>	<b>Y</b>
<b>30 minutes</b>					

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

**SAVED BY THE BELL stories are told through a teenager's point of view. Themes deal with issues of peer pressure, self-esteem, tolerance and acceptance.**

Title of Digital Core Program #3		Origin	Age of Target Audience		E/I Symbol Used As Required
<b>WILD ABOUT ANIMALS</b>		<b>SYNDICATED</b>			
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions			
<b>SAT 8-8:30AM</b>	<b>13</b>	<b>0</b>	From	To	
Length of Program			<b>13 years</b>	<b>16 years</b>	<b>Y</b>
<b>30 minutes</b>					

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

WILD ABOUT ANIMALS is a half-hour animal E/I magazine series that airs 52 weeks each year. The show is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. This series is produced for children 16 and under (specific target audience is 13-16). As the producers of WILD ABOUT ANIMALS, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four (4) different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday.

Title of Digital Core Program #4		Origin	
<b>AWESOME ADVENTURES</b>		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>SAT 8:30-9AM</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	<b>Y</b>

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

AWESOME ADVENTURES is a half-hour adventure series that airs 52 weeks a year. Our host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. AWESOME ADVENTURES is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic, but rather, the goal is to make the learning fun.

Title of Digital Core Program #5		Origin	
<b>JACK HANNA'S ANIMAL ADVENTURES</b>		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>SAT 9-9:30AM</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	<b>Y</b>

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

JACK HANNA'S ANIMAL ADVENTURES is a half-hour live action television program designed to meet the educational and informational needs of children. 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 prosocial values within an environmentally responsible universe. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, in information provided to national publishers of program guides.

Title of Digital Core Program #6		Origin	
<b>REAL LIFE 101</b>		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

SAT 9:30-10AM	13	0	
Length of Program	Age of Target Audience		EI Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y

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

REAL LIFE 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that Real Life 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.

Title of Digital Core Program #7	Origin	
TEEN KID NEWS	SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUN 9:30-1AM	13	0
Length of Program	Age of Target Audience	
	From	To
30 minutes	13 years	16 years
		EI Symbol Used As Required
		Y

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

The mission of TEEN KIDS NEWS is to provide a weekly news program that provides information and news to kids in a manner that is educational as well as highly entertaining. The target audience for the program is 13 to 16 year olds. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal on kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television.

11. (a) 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 program stream) did not consist of program episodes that had already aired within the previous seven day's either on the station's main program stream or on another of the station's free digital program streams?
- (b) If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

Y	(None Required)

### Non-Core Educational and Informational Programming

12. 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. §73.671. Complete chart below for each additional such educational and information program.  
*[There are no digital non-core program reports.]*

### Sponsored Core Programming

13. 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. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.  
*[There are no digital sponsored core program broadcast reports.]*  
*[There are no digital sponsored core program detail reports.]*

**Other Matters**

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origin
<b>WILD ABOUT ANIMALS</b>		<b>SYNDICATED</b>
Regular Schedule	Total Times to be Aired	
<b>SAT 7-7 : 30AM</b>	13	
Length of Program	Age of Target Audience	
	From	To
<b>3 minutes</b>	<b>13 years</b>	<b>16 years</b>

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

**WILD ABOUT ANIMALS** is a half-hour animal E/I magazine series that airs 52 weeks each year. The show is hosted by the Emmy-award winning actress Mariette Hartley. Mariette has committed herself to fighting for the rights of animals for over 20 years. This series is produced for children 16 and under (specific target audience is 13-16). As the producers of **WILD ABOUT ANIMALS**, it is the objective of Steve Rotfeld Productions, Inc., to educate and inform children, specifically in the target age group, by bringing them entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of four (4) different stories designed to teach children about both exotic and unique animals, as well as to educate them further about animals they see everyday.

Title of Planned Core Program #2		Origin
<b>AWESOME ADVENTURES</b>		<b>SYNDICATED</b>
Regular Schedule	Total Times to be Aired	
<b>SAT 7 : 30 -8AM</b>	13	
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>

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

**AWESOME ADVENTURES** is a half-hour adventure series that airs 52 weeks a year. Our host, as well as two different teens, will travel each week to destinations around the world that can be both exotic and remote. **AWESOME ADVENTURES** is designed to educate, inform and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be preachy or overly pedantic, but rather, the goal is to make the learning fun.

Title of Planned Core Program #3		Origin
<b>JACK HANNA'S ANIMAL ADVENTURES</b>		<b>SYNDICATED</b>
Regular Schedule	Total Times to be Aired	
<b>SAT 8-8 : 30AM</b>	13	
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>

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

**JACK HANNA'S ANIMAL ADVENTURES** is a half-hour live action television program designed to meet the educational and informational needs of children. 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 prosocial values within an environmentally responsible universe. The program is regularly scheduled and airs between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 13 to 16 year olds, in information provided to national publishers of program guides.

Title of Planned Core Program #4		Origin	
REAL LIFE 101		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SAT 8:30-9AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years

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

REAL LIFE 101 presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that Real Life 101 was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.

Title of Planned Core Program #5		Origin	
TEEN KIDS NEWS		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SAT 9-9:30AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years

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

The mission of TEEN KIDS NEWS is to provide a weekly news program that provides information and news to kids in a manner that is educational as well as highly entertaining. The target audience for the program is 13 to 16 year olds. It is designed to appeal to the audience on its own level. The focus of the program is young people, always letting them tell their stories in their own words. The large, diverse news anchor team is unique in television and has great appeal on kids who identify and emulate them. This program serves the audience in a way that makes a real difference in their lives. It inserts the clear voice of the kid into the adult-dominated media and provides a unique perspective to the news that is not currently available on network television.

Title of Planned Core Program #6		Origin	
THE REAL WINNING EDGE		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SAT 9:30-10AM		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years

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

Recognizing the immense impact of television on today's youth, Challenger Films seeks to inspire youth to seek a life of integrity and character. Challenger Films seeks to fulfill its mission through projects such as The Real Winning Edge, a 26 week, 30 minute television series which profiles young achievers who are peer role models. These role models are introduced by well known celebrities.

15. 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. §73.3526(e)(1)(iii)? Y

16. Identify the licensee's children's programming liaison.

Name	Telephone Number	
REESE BARKLEY	803-252-5757	
Address	E-mail Address	
1400 PICKENS STREET	RBARKLEY@WACH.COM	
City	State	ZIP Code
COLUMBIA	SC	29201

17. 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. §73.671, NOTES 2 and 3.

**WILFUL 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 FORTFEITURE (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	Signature
BARRINGTON COLUMBIA LICENSEE LLC	
Date	
07/07/2010	