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Federal Communications Commission
Washington, DC 20554
Approved by OMB
3060-0754
FCC 398
Children's Television Programming Report

Report reflects information for quarter:

2nd Quarter

2009

[Licensee Information - \(click to hide section\)](#)

1. Call Sign Channel Number

WDBB

Analog

City

State

Community of License

County

Zip Code

Digital

18

Bessemer

Alabama

Jefferson

35020

Licensee

WDBB-TV, Inc



Network

THE CW

Affiliation

Nielsen DMA

Tuscaloosa

World Wide Web Home Page
Address (if applicable)

www.wtto21.com



Independent

Facility ID Number

74138

Previous Call Sign (if applicable)

License Renewal Expiration
Date

04/01/2013

(mm/dd/yyyy)

[Analog Core Programming - \(click to show section\)](#)

[Non-Core Educational and Informational Programming - \(click to hide section\)](#)

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. Section 73.671. Complete chart below for each additional such educational and informational program.

Add->

1

empty Program Reports

[Sponsored Core Programming - \(click to hide section\)](#)



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. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Add-> empty Program Reports

Program Details

[Digital Core Programming - \(click to hide section\)](#)



[Clear Section](#)

7. a. State the average number of hours of Core Programming per week broadcast by the station on its main program stream.
- b. Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel? ☐ Yes ☒ No
- c. If 'Yes' to 7b, 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. ☐ Yes ☒ No

If 'No' to 7c, submit as an Exhibit a Statement of Explanation. (You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)

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.
- 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. Section 73.671.
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 Section 73.673? ☒ Yes ☐ No
- b. Identify publishers who were sent information in 9.a.

Tribune, Macrovision, TV Media, FYI TV, Video Viewing, Cable

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

Program 1



[Clear Program Data](#)



[Delete Program](#)

Title of Program 1

Origination

Days / Times Program
Regularly Scheduled

Total times aired at
regularly scheduled
time

Number of
Preemptions

If preempted, complete
Digital Preemption Report

Monday-Thursday at 8am (4/1/09-6/3	52	0	Create
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Length of Program minutes

Age of Target Child Audience years to years

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

Ben Franklin hires an American teenaged boy, a young English lady and a

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 2


[Clear Program Data](#)


[Delete Program](#)

Title of Program 2

Origination

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

 Create

If preempted, complete Digital Preemption Report

Length of Program minutes

Age of Target Child Audience years to years

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

The ambitious goal of this program is to produce a television experience v

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 3


[Clear Program Data](#)


[Delete Program](#)

Title of Program 3

Origination

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

 Create

If preempted, complete Digital Preemption Report

Length of Program minutes
Age of Target Child Audience years to years

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

Madeline, the series, strives to highlight the kinds of issues that young ch

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☒ Yes ☐ No

Program 4

 [Clear Program Data](#)  [Delete Program](#)

Title of Program 4

Origination

Days / Times Program Regularly Scheduled

Total times aired at regularly scheduled time

Number of Preemptions

If preempted, complete Digital Preemption Report

Length of Program minutes

Age of Target Child Audience years to years

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

The GoGoRiki live in a safe, violence-free world in w hich the stories revc

Does the Licensee identify the program by displaying throughout the program the symbol E/I? ☐ Yes ☒ No

empty Program Reports

11. 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 days either on the station's main program stream or on another of the station's free digital program streams? ☐ Yes ☒ No

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. *(You will be asked to submit this exhibit when you file Form 398 and are directed to the confirmation screen.)*

[Non-Core Educational and Informational Programming - \(click to hide section\)](#)

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. Section 73.671. Complete chart below for each additional such educational and informational program.

Program 1

 [Clear Program Data](#)

 [Delete Program](#)

Title of Program 1

Will & Dew itt

Origination

Netw ork

Days / Times Program Regularly Scheduled

Saturday at 6:30am (4/4/09)

Total

Times Number of Aired Preemptions

1 0

If preempted and rescheduled, list date and time aired

Length of Program

30 minutes

Age of Target Child Audience

3 years to 7 years

Describe the program.

Will and Dew itt, along w ith their human and animal friends, face challenge

Does the program have educating and informing children ages 16 and under as a significant purpose?

☒ Yes ☐ No

If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?

☒ Yes ☐ No

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?

☒ Yes ☐ No

Add-> 1

empty Program Reports

[Sponsored Core Programming - \(click to hide section\)](#)



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. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.



Program ID

Title of Program

Call Letters

Channel Number

Did Programming Increase?



Mark for Deletion

Add-> empty Program Reports
Program Details

[Other Matters - \(click to hide section\)](#)

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 the chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel, or both channels.



Program 1

 Clear Program Data	 Delete Program		
Title of Program 1			
<input type="text" value="Liberty Kids"/>	Origination		
	<input type="text" value="Syndicated"/>		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
<input type="text" value="Mondays-Thursdays at 8am (7/1/09-"/>	<input type="text" value="53"/>	<input type="text" value="30"/> minutes	<input type="text" value="5"/> years to <input type="text" value="7"/> years

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

<input type="text" value="Ben Franklin hires an American teenaged boy, a young English lady and a"/>
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Program 2

 Clear Program Data	 Delete Program		
Title of Program 2			
<input type="text" value="Madeline"/>	Origination		
	<input type="text" value="Syndicated"/>		
Days / Times Program Regularly Scheduled	Total times to be aired	Length of Program	Age of Target Child Audience
<input type="text" value="Fridays at 8am(7/3/09-9/25/09) and S"/>	<input type="text" value="26"/>	<input type="text" value="30"/> minutes	<input type="text" value="5"/> years to <input type="text" value="7"/> years

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

<input type="text" value="Madeline, the series, strives to highlight the kinds of issues that young ch"/>

Program 3

 Clear Program Data	 Delete Program		
Title of Program 3			
<input type="text" value="GoGoRiki"/>	Origination		
	<input type="text" value="Netw ork"/>		
Days / Times Program	Total times to	Length of	Age of Target Child

Regularly Scheduled be aired Program Audience
Saturdays at 7am and 7:30am(7/4/09) 26 30 minutes 4 years to 9 years

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

The GoGoRiki live in a safe, violence-free world in w hich the stories revc

Program 4

[Clear Program Data](#)

[Delete Program](#)

Title of Program 4

Wild America

Origination

Syndicated

Days / Times Program

Regularly Scheduled

Sundays at 11:30am (7/5/09-9/27/09)

Total times to

be aired

13

Length of

Program

30 minutes

Age of Target Child

Audience

13 years to 16 years

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

The ambitious goal of this program is to produce a television experience v

Add-> 1

empty Program Reports

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. Section 73.3526(e)(11)(iii)? ☒ Yes ☐ No

16. Children's Programming Liaison Information

Name

Lucrecia Rubio

Telephone Number
(include area code)

(205)290-4033

Address

651 Beacon Pkwy W suite 105

Email Address

lrubio@sbgnet.com

City

Birmingham

State

Alabama

Zip Code

35209

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. Section 73.671, NOTES 2 and 3.

During the 2nd quarter of 2009, WDBB aired in excess of 2,000 public se

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

Signature

WDBB-TV, Inc

Date

7/10/2009

Electronic Filing Operations

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Run [checks](#) to look for data errors.

File Form 398

Send the values to the FCC as an [FCC 398 filing](#).

Reset

[Reset data](#) to last updated values.

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FCC Form 398
March 2006