

Federal Communications Commission  
Washington, DC 20554

Approved by OMB  
3060-0754

## FCC 398

### Children's Television Programming Report

Report reflects information for the filing period ending: 06/30/2010 Filed on: 07/09/2010

Call Sign	Channel Numbers	Community of License				
<b>WDBB</b>	<i>(analog)</i> <b>18</b> <i>(digital)</i>	City	State	County	ZIP Code	
		<b>Bessemer</b>	<b>AL</b>	<b>Jefferson</b>	<b>35020</b>	
Licensee Name						
<b>WDBB-TV, Inc</b>						
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
<b>The CW</b>		<b>Tuscaloosa</b>				
Facility ID	Previous Call Sign (if applicable)			License Renewal Expiration Date		
<b>74138</b>				<b>2013-04-01</b>		

### 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(c).
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?
- (b) Identify publishers who were sent information in 3(a).
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.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?

**4.00 hours**

**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.

If No to 7(c), submit as an Exhibit a Statement of Explanation.

N

[View Statement of Explanation](#)

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).

**Tribune, Macrovision, TV Media, FYI Television, Video Viewing, Cableone, The Birmingham News/The Postherald.**

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	
<b>Wild America</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Sundays at 11:30am (4/4/10-6/27/10)</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</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			
<b>The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from? Where do babies come from? How do animals relate to one another? How does ecology work? What is the relationship between life and death, humans and nature?</b>			

Title of Digital Core Program #2		Origin	
<b>Busy World of Richard Scarry</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Monday-Thursday at 8am (4/1/10-6/30/10)</b>	<b>52</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>2 years</b>	<b>5 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This animated series is based on the books by Richard Scarry. The fictional city Busytown is an enchanting place thats a buzz with energy and life. Episodes are divided into multiple segments with different themes. The first and last segments involve the children in Busytown exploring their community. At the end of each segment the children have learned a little about their community and the world they live in. The middle segment shows children life in other cities featuring daily activities of adult characters in places such as Paris or Rome. Each episode includes two song segments in which the first, Imagine That, teaches various things like general science to how banks work. The second song segment that teaches safety is called Play it Safe. The aim of the series is to stimulate imagination and foster vicarious play, teach pro-social behavior (such as generosity, friendliness, persistence, altruism, understanding of other's points of view, empathy, acceptance of other's idiosyncrasies), help children move beyond family attachments to the world of friendships and community, help children develop skills on which academic learning depends such as attention, language, memory, active processing of a story and an interest in reading.</b>			

Title of Digital Core Program #3		Origin	
<b>Winx Club</b>		<b>NETWORK</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays at 7am (4/3/10-6/26/10)</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>7 years</b>	<b>9 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p><b>This program follows Bloom, an ordinary earth girl as she develops her magical fairy powers. Winx Club explores coming of age, group problem solving, cooperative investigation and important social and emotional lessons of competence, resilience, empathy and self confidence building. Bloom realizes through her development of magical skills and her relationship with the smart and hip fairies at the Alfea School that there is no such thing as ordinary when you believe in yourself and your abilities. The program centers around conflicts that arise such as good vs. evil or the known vs. the unknown. The program shows the viewer ways to resolve those conflicts through teamwork.</b></p>			

Title of Digital Core Program #4		Origin	
<b>Dino Squad</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Fridays at 8am and Sundays at 11am (4/2/10-6/27/10)</b>	<b>26</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>9 years</b>	<b>11 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p><b>This series follows five teenagers who are accidentally morphed into dinosaurs, which brings them together to find a way to stop the efforts of a mad scientist who is plotting to return the world to its prehistoric state. Each episode portrays these teens facing and finding solutions to problems that are relevant to contemporary viewers. Along the way, they struggle with interpersonal issues such how and why to work with people they do not really understand, the meaning and value of honesty, teamwork, perseverance, self confidence, sharing credit, using each person's strengths while ignoring weaknesses, and getting along in difficult situations. They learn that positive behavior results in positive consequences. This series combines the fascination of dinosaurs with familiar issues that children have to face each day.</b></p>			

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 days 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.

Title of Digital Non-Core Program #1		Origin	
<b>Winx Club</b>		<b>NETWORK</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

<b>Saturdays at 6am (4/3/10-4/17/10)</b>	<b>3</b>	<b>0</b>
Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<b>7 years</b>	<b>9 years</b>
Does the program have educating and informing children ages 16 and under as a significant purpose?		<b>Y</b>
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		<b>Y</b>
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. §73.673?		<b>Y</b>
Description of Program		
<p><b>This program follows Bloom, an ordinary earth girl as she develops her magical fairy powers. Winx Club explores coming of age, group problem solving, cooperative investigation and important social and emotional lessons of competence, resilience, empathy and self confidence building. Bloom realizes through her development of magical skills and her relationship with the smart and hip fairies at the Alfea School that there is no such thing as ordinary when you believe in yourself and your abilities. The program centers around conflicts that arise such as good vs. evil or the known vs. the unknown. The program shows the viewer ways to resolve those conflicts through teamwork.</b></p>		
Date and Time Aired (if preempted and rescheduled)		

Title of Digital Non-Core Program #2		Origin
<b>Magical DoReMi</b>		<b>NETWORK</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
<b>Saturdays at 6:30am (4/17/10-6/26/10)</b>	<b>10</b>	<b>0</b>
Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<b>3 years</b>	<b>7 years</b>
Does the program have educating and informing children ages 16 and under as a significant purpose?		<b>Y</b>
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		<b>Y</b>
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. §73.673?		<b>Y</b>
Description of Program		
<p><b>Three inquisitive young girls, Dorie, Reanne and Mirabelle, become apprentice witches, Witchlings, by stumbling into an old witch's shop. To become full fledged good witches, the three must learn how to cast spells while unlocking the secrets of friendship, love and courage. This program encourages the development of basic social-emotional learning in young children. Using the fantasy adventures of the Witchlings who become empowered by unique talents and personal courage which allows them to explore the challenges of emerging friendships and group cooperation to increase their individual self-confidence, accomplish successful magical endeavors and respond to age-appropriate humor.</b></p>		
Date and Time Aired (if preempted and rescheduled)		

### 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>Busy World of Richard Scarry</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>Monday-Thursday at 8am (7/1/10-9/30/10)</b>		<b>53</b>	
Length of Program	Age of Target Audience		
<b>30 minutes</b>	From	To	
	<b>2 years</b>	<b>5 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>This animated series is based on the books by Richard Scarry. The fictional city Busytown is an enchanting place thats a buzz with energy and life. Episodes are divided into multiple segments with different themes. The first and last segments involve the children in Busytown exploring their community. At the end of each segment the children have learned a little about their community and the world they live in. The middle segment shows children life in other cities featuring daily activities of adult characters in places such as Paris or Rome. Each episode includes two song segments in which the first, Imagine That, teaches various things like general science to how banks work. The second song segment that teaches safety is called Play it Safe. The aim of the series is to stimulate imagination and foster vicarious play, teach pro-social behavior (such as generosity, friendliness, persistence, altruism, understanding of other's points of view, empathy, acceptance of other's idiosyncrasies), help children move beyond family attachments to the world of friendships and community, help children develop skills on which academic learning depends such as attention, language, memory, active processing of a story and an interest in reading.</p>			

Title of Planned Core Program #2		Origin	
<b>Wild America</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>Sundays at 11:30am (7/4/10-9/26/10)</b>		<b>13</b>	
Length of Program	Age of Target Audience		
<b>30 minutes</b>	From	To	
	<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			
<p>The ambitious goal of this program is to produce a television experience with which teens could identify and from which teens would learn valuable life lessons. This program presents basic biological facts to this most curious segment of our society. Where does food come from, Where do babies come from, How do animals relate to one another, How does ecology work, What is the relationship between life and death humans and nature.</p>			

Title of Planned Core Program #3		Origin	
<b>Winx Club</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturdays at 7am (7/3/10-9/25/10)</b>		<b>13</b>	

Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<b>7 years</b>	<b>9 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p><b>This program follows Bloom, an ordinary earth girl as she develops her magical fairy powers. Winx Club explores coming of age, group problem solving, cooperative investigation and important social and emotional lessons of competence, resilience, empathy and self confidence building. Bloom realizes through her development of magical skills and her relationship with the smart and hip fairies at the Alfea School that there is no such thing as ordinary when you believe in yourself and your abilities. The program centers around conflicts that arise such as good vs. evil or the known vs. the unknown. The program shows the viewer ways to resolve those conflicts through teamwork.</b></p>		

Title of Planned Core Program #4		Origin
<b>Dino Squad</b>		<b>SYNDICATED</b>
Regular Schedule		Total Times to be Aired
<b>Fridays at 8am &amp; Saturdays at 11am (7/2/10-9/25/10)</b>		<b>26</b>
Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<b>9 years</b>	<b>11 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p><b>This series follows five teenagers who are accidentally morphed into dinosaurs, which brings them together to find a way to stop the efforts of a mad scientist who is plotting to return the world to its prehistoric state. Each episode portrays these teens facing and finding solutions to problems that are relevant to contemporary viewers. Along the way, they struggle with interpersonal issues such how and why to work with people they do not really understand, the meaning and value of honesty, teamwork, perseverance, self confidence, sharing credit, using each person strengths while ignoring weaknesses, and getting along in difficult situations. They learn that positive behavior results in positive consequences. This series combines the fascination of dinosaurs with familiar issues that children have to face each day.</b></p>		

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)(11)(iii)?

**Y**

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

Name		Telephone Number
<b>Lucrecia Rubio</b>		<b>(205) 943-2168</b>
Address		E-mail Address
<b>651 Beacon Pkwy W Suite 105</b>		<b>lrubio@sbgnet.com</b>
City	State	ZIP Code
<b>Birmingham</b>	<b>AL</b>	<b>35209</b>

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.

**During the 2nd quarter of 2010, WDBB aired in excess of 2,000 public service announcements. These PSAs aired daily. Some of the various announcements were for Boystown Teen Hotline, PreTeen Vaccine, PTA every child, Forest Conservation, Juvenile Diabetes Foundation, Drug Free America Teen, etc.**

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
<b>WDEB-TV, Inc</b>	
Date	
<b>7/09/2010</b>	

FCC Form 398  
March 2006