

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) 03/31/1999

1. Call Sign	Channel Number	Community of License			
WTAT-TV	24	City	State	County	ZIP Code
		Charleston, SC	SC	Charleston	29418
Licensee					Previous call sign (if applicable)
Sullivan Broadcasting Company III, Inc.					
<input checked="" type="checkbox"/> Network Affiliation: FOX		Nielsen DMA		World Wide Web Home Page Address (if applicable)	
<input type="checkbox"/> Independent		Charleston SC			

#### 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). 3.0

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: <b>The Magic School Bus</b>				Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.	
Mon - Fri at 7:00 am (1/1/99 - 3/31/99) Mondays at 7:30 am (3/8/99 - 3/29/99)	68	0		
Length of Program: 30 (minutes)				
Age of Target Child Audience: from 6 years to 9 years				
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. A significant purpose of Scholastic's "The Magic Schoolbus" is to educate and inform children between the ages of 6 and 9 years of age. The educational and informational objectives of the series are to: motivate children's interest in science; introduce science ideas; inspire positive attitudes toward science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half-hour episodes explores a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside the human body, to outer space, to remote ecological environments, inside of a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 6 to 9 year olds, in information provided to national publishers of program guides.				

Title of Program #2: <b>Life with Louie</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
<b>Mondays at 7:30 am (1/4/99 - 3/1/99) Fridays at 7:30 am (1/1/99)</b>	<b>10</b>	<b>0</b>	
Length of Program: <b>30</b> (minutes)			
Age of Target Child Audience: from <b>6</b> years to <b>11</b> years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>A significant purpose of "Life with Louie" is to educate and inform children between the ages of 6 and 11. The educational and informational objective of the program is to offer children the opportunity to explore issues and scenarios that are common to growing up, yet might be perplexing to children, such as how to cope with family and friends as part of this process. As children view this series, not only are they being entertained, they are learning valuable life lessons. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 6 to 11 year olds, in information provided to national publishers of program guides.</b>			

**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: <b>The Magic School Bus</b>			Origination Network
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
<b>Tues-Fri at 7:30 am (3/9/99 - 3/31/99)</b>	<b>14</b>	<b>0</b>	
Length of Program: <b>30</b> (minutes)			
Age of Target Child Audience: from <b>6</b> years to <b>9</b> years			
Describe the program. <b>A significant purpose of Scholastic's "The Magic Schoolbus" is to educate and inform children between the ages of 6 and 9 years of age. The educational and informational objectives of the series are to: motivate children's interest in science; introduce science ideas; inspire positive attitudes toward science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half-hour episodes explores a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside the human body, to outer space, to remote ecological environments, inside of a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 6 to 9 year olds, in information provided to national publishers of program guides.</b>			
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: <b>The Magic School Bus</b>			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
<b>Mon - Fri at 7:00 am (04/01/99 - 06/30/99) Mon-Fri at 7:30 am (04/01/99 - 06/30/99)</b>	<b>130</b>	<b>30 (minutes)</b>	<b>from 6 to 9 (years)</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>A significant purpose of Scholastic's "The Magic Schoolbus" is to educate and inform children between the ages of 6 and 9 years of age. The educational and informational objectives of the series are to: motivate children's interest in science; introduce science ideas; inspire positive attitudes toward science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half-hour episodes explores a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside the human body, to outer space, to remote ecological environments, inside of a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and is identified as an educational and informational show, targeted to 6 to 9 year olds, in information provided to national publishers of program guides.</b>			

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? <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.
		<b>0</b>	
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 <b>Donald J. Stewart</b>	Telephone Number (include area code) <b>843-744-2424</b>
Address <b>4301 Arco Lane</b>	Internet Mail Address (if applicable) <b>djstew@wtat.sbgnet.com</b>
City <b>Charleston</b>	State <b>SC</b>

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.

--

**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 <b>Sullivan Broadcasting Company III, Inc.</b>	Signature (only for printed version)
Date <b>04/08/99</b>	

FCC 398  
August 1997 (1.2)  
(end)