

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: 09/30/1999 Filed on: 02/07/2000

Call Sign	Channel Numbers	Community of License			
		City	State	County	ZIP Code
WTAT	24 (analog)	Charleston	SC	CHARLESTON	29418
Licensee Name					
Sullivan Broadcasting Company III, Inc					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
FOX		Charleston SC			
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		

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). 3.00 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).

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.

Title of Analog Core Program #1		Origin	
THE MAGIC SCHOOL BUS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Mon-Fri at 7:00 am (7/01/99-9/30/99)	51	1	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	9 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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 towards science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half hour episodes explore a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside a human body, to outer space, to remote ecological environments, inside a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 and 10:00 am. 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.</p>			

Title of Analog Core Program #2		Origin	
THE MAGIC SCHOOL BUS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Mon-Fri at 7:30 am (7/01/99-9/30/99)	52	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	6 years	9 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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 towards science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half hour episodes explore a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside a human body, to outer space, to remote ecological environments, inside a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 and 10:00 am. 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.</p>			

Title of Analog Core Program #3		Origin	
SHERLOCK HOLMES IN THE 22ND CENTURY		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 8:00 am (9/18/99 - 9/25/99)	2	0	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	9 years	11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>The series is designed to build problem-solving and information management skills and to display the pro social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrates fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem solving as exciting, fun and within their capacity. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 am. The program is 30 minutes in length and is identified as an educational and informational show targeted to 9 and 11 year olds at the beginning of each broadcast and in listings provided to publishers of program guides</p>			

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.

Title of Analog Non-Core Program #1		Origin	
THE MAGIC SCHOOL BUS		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

Mon-Fri at 7:00 am	52	0
Length of Program		Age of Target Audience
30 minutes		From: 6 years To: 9 years
Does the program have educating and informing children ages 16 and under as a significant purpose?		Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		Y
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?		N
Description of Program		
<p>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 towards science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half hour episodes explore a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside a human body, to outer space, to remote ecological environments, inside a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 and 10:00 am. 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.</p>		
Date and Time Aired (if preempted and rescheduled)		

Title of Analog Non-Core Program #2		Origin
BEAKMAN'S WORLD		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Mon-Fri at 8:30 am	66	0
Length of Program		Age of Target Audience
30 minutes		From: 2 years To: 11 years
Does the program have educating and informing children ages 16 and under as a significant purpose?		Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		Y
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?		Y
Description of Program		
<p>Beakman's World is an educational, live-action series starring Beakman, performer of entertaining and eye opening experiments which prove that learning about science nature and how the world works can be fun and fascinating.</p>		
Date and Time Aired (if preempted and rescheduled)		

Title of Analog Non-Core Program #3		Origin
SHERLOCK HOLMES IN THE 22ND CENTURY		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Saturday 8:00 am	13	0
Length of Program		Age of Target Audience

30 minutes	From	To
	9 years	11 years
Does the program have educating and informing children ages 16 and under as a significant purpose?		Y
If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I?		Y
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?		Y
Description of Program		
<p>The series is designed to build problem-solving and information mangement skills and to display the pro social values and behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrates fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios, It is the intent of the series to motivate children to see critical thinking and team problem solving as exciting, fun and within their capacity. Ther program is regularly scheduled and airs between the hours of 7:00 am and 10:00 am. The program is 30 minutes in length and is identified as an educational and informationals show targeted to 9 and 11 year olds at the beginning of each broadcast and in listings provided to publishers of program guides</p>		
Date and Time Aired (if preempted and rescheduled)		

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?
- (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.
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. §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. §73.673?
- (b) Identify publishers who were sent information in 9(a).

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.
- [There are no digital core program reports.]*

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.

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	
THE MAGIC SCHOOL BUS		NETWORK	
Regular Schedule		Total Times to be Aired	
Mon-Fri at 7:00 am (10/01/99-12/31/99)		66	
Length of Program	30 minutes	Age of Target Audience	
		From	To
		6 years	9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>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 towards science and education; and model age appropriate science problem solving behavior. Each of the fifty-two half hour episodes explore a different science topic through an animated journey aboard the magically transformed school bus to destinations such as the center of the earth, inside a human body, to outer space, to remote ecological environments, inside a molecule, and inside of a plant. The program is regularly scheduled and airs between the hours of 7:00 and 10:00 am. 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.</p>			

Title of Planned Core Program #2		Origin	
BEAKMAN'S WORLD (10/01/99 - 12/31/99)		NETWORK	
Regular Schedule		Total Times to be Aired	
Mon-Fri at 8:30 am 10/01/99-12/31/99)		66	
Length of Program	30 minutes	Age of Target Audience	
		From	To
		2 years	11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Beakman's World is an educational, live-action series starring Beakman, performer of entertaining and eye opening experiments which prove that learning about science nature and how the world works can be fun and fascinating.</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	
Donald J. Stewart		843-744-2424	
Address		E-mail Address	
4301 Arco Lane		djstew@wtat.sbgnet.com	
City	State	ZIP Code	
Charleston	SC		

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.

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
Sullivan Broadcasting Company III, Inc.	
Date	
10/08/99	