

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) **06/30/1999**

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.					
X Network Affiliation: FOX		Nielsen DMA		World Wide Web Home Page Address (if applicable)	
___ Independent		Charleston SC			

Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. **3.0**
See 47 C.F.R. Section 73.671(c).
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: The Magic School Bus				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 (4/1/99 - 6/30/99) Mondays at 7:30 am (4/1/99 - 6/30/99)	130	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.				

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:			Origination
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
		0	
Length of Program: (minutes)			
Age of Target Child Audience: from years to years			
Describe the program.			
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: The Magic School Bus			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Mon - Fri at 7:00 am (07/01/99 - 09/10/99) Mon-Fri at 7:30 am (07/01/99 - 09/10/99)	104	30 (minutes)	from 6 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: NFL Under the Helmet			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Sat at 12:00P (9/11/99 - 9/25/99)	3	30 (minutes)	from 12 to 17 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "NFL Under the Helmet" showcases the pro-social on and off the field activities of the NFL's leading players and coaches. Working with the National Association for Sports and Physical Education, the program (1) educates teens about dedication, hard work, teamwork, goal setting and community service, (2) provides examples of responsible social and personal behavior, (3) demonstrates how to deal constructively with the differences among people, and (4) teaches the benefits of physical activity and fitness. The program will be regularly scheduled and air between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to teens (12 to 17 year olds), at the beginning of each broadcast and in listings provided to publishers of program guides.			

Title of Program #3: Beakman's World			Origination Syndicated
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Mon - Fri at 8:30 am (8/30/99 - 9/30/99)	24	30 (minutes)	from 2 to 11 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Celebrated performance artist Paul Zaloom stars as Beakman, a humorous, always inquisitive and never boring scientist who has dedicated himself to answering kids' questions about how the world works. Each upbeat half-hour in "Beakman's World" takes the audience on an exciting journey of discovery. Main topics spin off into subsets of questions and answers that reveal the relationships between principles of science and nature, and how they impact our daily lives. The program will be regularly scheduled between the hours of 7:00 am and 10:00 pm. The program is 30 minutes in length, and will be identified as an educational and informational show, targeted to children (2 to 11 year olds), at the beginning of each broadcast and in listings provided to publishers of program guides.			

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? ___ Yes ___ 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.
Length of Program: (minutes)		0	
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 Donald J. Stewart	Telephone Number (include area code) 843-744-2424
Address 4301 Arco Lane	Internet Mail Address (if applicable) djstew@wtat.sbgnet.com
City Charleston	State SC

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 Sullivan Broadcasting Company III, Inc.	Signature (only for printed version)
Date 07/08/99	

FCC 398
August 1997 (1.2)
(end)