

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) **12/31/1997**

1. Call Sign	Channel Number	Community of License			
WTAT-TV	24	City	State	County	ZIP Code
		Charleston	SC	CHARLESTON	29418
Licensee					Previous call sign (if applicable)
Sullivan Broadcasting License Corp.					
<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). **6.5**
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: BOBBY'S WORLD				Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.	
Mon-Thurs 7:00 AM; Sat 8:00 AM	66	0		
Length of Program: 30 (minutes)				
Age of Target Child Audience: from 4 years to 11 years				
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "BOBBY'S WORLD" - The programs focus on dealing with the challenges of growing up. As children experience the various scenarios that Bobby finds himself in, they learn about family, friends, and values. The stories offer children, particularly the 4-11 year old audience, an opportunity to learn how to cope and understand some of the complexities of the world.				

Title of Program #2: C-BEAR & JAMAL			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Fridays 7:00 AM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 4 years to 11 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "C-BEAR AND JAMAL" - This show focuses on the adventures of a young boy in an urban setting. The multicultural cast includes Jamal's sidekick C-Bear, a stuffed bear with special powers used to illustrate various moral lessons appropriate for an audience of 4-11 year olds. Each episode contributes to the educational, psychosocial, and intellectual development of children by incorporating short vignettes that encourage positive family and peer relationships as well as sound moral development.			

Title of Program #3: LIFE WITH LOUIE			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays 11:00 AM	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "LIFE WITH LOUIE" - As Louie shares the tales of his childhood years, children can relate to the trials and tribulations of childhood joys and fears. 6 to 11 year olds can particularly share in Louie's experiences growing up, as the stories explore issues and scenarios that are common to growing up, yet might be perplexing to a child. The series offers children a chance to consider what they might do if faced with the same kinds of problems that Louie copes with.			

Title of Program #4: BANANAS IN PAJAMAS/CRAYON BOX			Origination Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Mon-Fri 2:00 AM	65	2	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 2 years to 7 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This live action series features mischievous twins who live in a colorful storybook world with their friends, the teddies, and the lovable rogue Rat-in-the-Hat. Together they engage in wondrous adventures that capture the imagination of children. These endearing stories teach young children about social concepts such as sharing, generosity, cooperation, following directions, and creative expression.			

Title of Program #5: YOUNG AMERICA OUTDOORS			Origination Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Sunday 10:30	13	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 13 years to 16 years			

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.
"YOUNG AMERICA OUTDOORS" - This program educates and informs children about the various outdoor activities they can enjoy. It covers environmental issues, and teaches kids about the outdoors and its habitats. Young America Outdoors exposes children to useful information on activities they can participate in to further expand and enhance their knowledge.

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: LIFE WITH LOUIE			Origination Network
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays 8:30 AM	5	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. "LIFE WITH LOUIE" - As Louie shares the tales of his childhood years, children can relate to the trials and tribulations of childhood joys and fears. 6 to 11 year olds can particularly share in Louie's experiences growing up, as the stories explore issues and scenarios that are common to growing up, yet might be perplexing to a child. The series offers children a chance to consider what they might do if faced with the same kinds of problems that Louie copes with.			
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: BOBBY'S WORLD			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Mon-Thurs 7:00 AM (1/1-3/31) & 7:30 AM (2/9-3/31); Saturdays 8:00 AM	86	30 (minutes)	from 4 to 11 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "BOBBY'S WORLD" - The programs focus on dealing with the challenges of growing up. As children experience the various scenarios that Bobby finds himself in, they learn about family, friends, and values. The stories offer children, particularly the 4-11 year old audience, an opportunity to learn how to cope and understand some of the complexities of the world.			

Title of Program #2: C-BEAR AND JAMAL			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Fridays 7:00 AM	13	30 (minutes)	from 4 to 11 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "C-BEAR AND JAMAL" - This show focuses on the adventures of a young boy in an urban setting. The multicultural cast includes Jamal's sidekick C-Bear, a stuffed bear with special powers used to illustrate various moral lessons appropriate for an audience of 4-11 year olds. Each episode contributes to the educational, psychosocial, and intellectual development of children by incorporating short vignettes that encourage positive family and peer relationships as well as sound moral development.			

Title of Program #3: LIFE WITH LOUIE			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays 11:00 AM (1/3-1/31); Mon-Thurs 4:30 PM (1/5-3/31)	55	30 (minutes)	from 6 to 11 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "LIFE WITH LOUIE" - As Louie shares the tales of his childhood years, children can relate to the trials and tribulations of childhood joys and fears. 6 to 11 year olds can particularly share in Louie's experiences growing up, as the stories explore issues and scenarios that are common to growing up, yet might be perplexing to a child. The series offers children a chance to consider what they might do if faced with the same kinds of problems that Louie copes with.			

Title of Program #4: BANANAS IN PAJAMAS/CRAYON BOX			Origination Syndicated
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Mon-Fri 2:00 PM	2	30 (minutes)	from 2 to 7 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This live action series features mischievous twins who live in a colorful storybook world with their friends, the teddies, and the lovable rogue Rat-in-the-Hat. Together they engage in wondrous adventures that capture the imagination of children. These endearing stories teach young children about social concepts such as sharing, generosity, cooperation, following directions, and creative expression.			

Title of Program #5: YOUNG AMERICA OUTDOORS			Origination Syndicated
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Sunday 8:30 AM	13	30 (minutes)	from 13 to 16 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "YOUNG AMERICA OUTDOORS" - This program educates and informs children about the various outdoor activities they can enjoy. It covers environmental issues, and teaches kids about the outdoors and its habitats. Young America Outdoors exposes children to useful information on activities they can participate in to further expand and enhance their knowledge.			

8. Does the licensee publicize the existence and location of the stations's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)? Yes No

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.
		0	
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 William Littleton	Telephone Number (include area code) 803-744-2424
Address 4301 Arco Lane	Internet Mail Address (if applicable)
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 License Corp.	Signature (only for printed version)
Date 1/6/98	

FCC 398
August 1997 (1.2)
(end)