

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) 03/31/1998

| | | | | | |
|--|----------------|----------------------|-------|--|------------------------------------|
| 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). 5.5
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.

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|---|-------------------|-----------------------|---|
| 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. |
| M-TH 7A(1/1-3/31/98 SA 8A 1/3-1/31 | 56 | 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. A SIGNIFICANT PURPOSE OF "BOBBY'S WORLD" IS TO EDUCATE AND INFORM CHILDREN BETWEEN THE AGES OF 4-11. THE EDUCATIONAL AND INFORMATIONAL OBJECTIVE OF THE PROGRAM IS TO EXPLAIN THE COMPLEXITIES OF THE WORLD TO YOUNG CHILDREN, FOCUSING ON DEALING WITH THE CHALLENGES OF GROWING UP, AND TEACHING CHILDREN ABOUT THE IMPORTANCE OF FAMILY, FRIENDS AND VALUES. 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 4 TO 11 YEAR OLDS, IN INFORMATION PROVIDED TO NATIONAL PUBLISHERS OF PROGRAM GUIDES. | | | |

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|---|-------------------------|--------------------------|--|
| Title of Program #2: C-BEAR AND JAMAL | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| FRIDAY 7A (1/2-3/27/98) | 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. A SIGNIFICANT PURPOSE OF "C-BEAR AND JAMAL" IS TO EDUCATE AND INFORM CHILDREN BETWEEN THE AGES OF 4 AND 11. THE EDUCATIONAL AND INFORMATIONAL OBJECTIVE OF THE PROGRAM IS TO ENCOURAGE POSITIVE FAMILY AND PEER RELATIONSHIPS, AS WELL AS SOUND MORAL DEVELOPMENT. THROUGH THE ADVENTURES OF A MULTI CULTURAL CAST, THE SERIES ILLUSTRATES VARIOUS MORAL LESSONS APPROPRIATE FOR AN AUDIENCE OF 4-11 YEAR OLDS. 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 4 TO 11 YEAR OLDS, IN INFORMATION PROVIDED TO NATIONAL PUBLISHERS OF PROGRAM GUIDES. | | | |

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|--|-------------------------|--------------------------|--|
| 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. |
| M-TH 430P 1/5-3/31 SA 11A 1/3-1/24 | 52 | 2 | |
| 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. 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 PUBLISHEERS OF PROGRAM GUIDES. | | | |

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| Title of Program #4: 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 8-830A 1/4-3/29/98 | 11 | 2 | |
| 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" IS PRODUCED FOR CHILDREN AGES 13 TO 16 YEARS OLD TO EDUCATE AND INFORM THEM ABOUT THE ENVIRONMENT AND VARIOUS OUTDOOR ACTIVITIES THEY CAN ENJOY WITH THEIR FAMILIES AND FRIENDS. THE PROGRAM IS REGULARLY SCHEDULED TO RUN BETWEEN THE HOURS OF 7:00 AM AND 10:00 PM ON A WEEKLY BASIS. | | | |

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.

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|---|-------------------|-----------------------|---|
| 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. |
| SAT 830A (1/3-131/98) | 5 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 6 years to 11 years | | | |
| Describe the program. 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. | | | |
| 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 | | | |

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|---|-------------------|-----------------------|---|
| Title of Program #2: BARNEY'S FIRST ADVENTURE | | | Origination Network |
| Dates/Times Program Aired: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| SAT 3/28/98 8:00 AM | 1 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 2 years to 5 years | | | |
| Describe the program. A SIGNIFICANT PURPOSE OF "BARNEY'S FIRST ADVENTURE" IS TO EDUCATE AND INFORM CHILDREN BETWEEN THE AGES OF 2 AND 5. THE EDUCATIONAL AND INFORMATIONAL OBJECTIVE OF THE POROGRAM IS TO HELP PRE-SCHOOL CHILDREN LEARN TECHNICQUES FOR DEALING WITH FEARS THAT ACCOMPANY THE "FIRST TIME" FOR NEW EXPERIENCES. USING BEHAVIOR MODELING ON THE PART OF THE MAIN CHARACTERS, YOUNG VIEWERS ARE ENGAGED IN THE FOLLOWING LEARNING OPPORTUNITIES: THE ABILITY TO EXPRESS A POSITIVE ATTITUDE ABOUT NEW EXPERIENCES, THE ABILITY TO APPLY INFORMATION OR EXPERIENCE TO A NEW CONTEXT, AND THE ABILITY TO USE WORDS TO COMMUNICATE IDEAS AND FEELINGS. | | | |
| 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 <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |

of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673?

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| Title of Program #3: CARMEN SANDIEGO | | | Origination Network |
| Dates/Times Program Aired: | Total times aired | Number of Preemptions | If preempted and rescheduled, list date and time aired. |
| MON 3/30 430P, TUE 3/31/98 430P | 2 | 0 | |
| Length of Program: 30 (minutes) | | | |
| Age of Target Child Audience: from 6 years to 11 years | | | |
| Describe the program. THE SERIES HAS BEEN DEEMED EDUCATIONAL BECUASE IT CONTRIBUTES TO THE COGNITIVE NEEDS OF CHILDREN BY INTRODUCING THEM TO MANY FASCINATING FACTS ABOUT GEOGRAPHY AND SOCIAL SCIENCES. IN THESE EPISODES, YOUNG VIEWERS VISIT AND LEARN ABOUT SUCH DIVERSE PLACES AS BELIZE, NORWAY, PARIS, SEVILLE, TURKEY THE FLORIDA KEYS AND COLONIAL WILLIAMSBURG. THEY GAIN INFORMATION ABOUT THE OCEANS AND THE CREATURES THT INHABIT THE OCEAN DEPTHS. THEY ARE EXPOSED TO THE PRINCIPLES OF ISLAMIC ARCHITECTURE, TO THE WRITER EDGAR ALLEN POE AND TO THE COMPOSER GEORGE BIZET. THROUGH THE ADVENTURE STORY LINES, ALL OF THIS INFORMATION IS PUT INTO MEANINGFUL CONTEXT. | | | |
| 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.

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|--|-------------------------|---------------------|------------------------------------|
| 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: |
| M-F 7A (4/1/98-6/30/98) | 64 | 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. A SIGNIFICANT PURPOSE OF "BOBBY'S WORLD" IS TO EDUCATE AND INFORM CHILDREN BETWEEN THE AGES OF 4 AND 11. THE EDUCATIONAL AND INFORMATIONAL OBJECTIVE OF THE PROGRAM IS TO EXPLAIN THE COMPLEXITIES OF THE WORLD TO YOUNG CHILDREN, FOCUSING ON DEALING WITH THE CHALLENGES OF GROWING UP, AND TEACHING CHILDREN ABOUT THE IMPORTANCE OF FAMILY, FRIENDS AND VALUES. THE PROGRAM IS 30 MINUTES IN LENGTH, AND WILL BE IDENTIFIED AS AN EDUCATIONAL AND INFORMATIONAL SHOW , TARGETED TO 4 TO 11 YEAR OLDS, IN INFORMATION PROVIDED TO NATIONAL PUBLISHERS OF PROGRAM GUIDES. | | | |

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|---|-------------------------|---------------------|-------------------------------|
| Title of Program #2: LIFE WITH LOUIE | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| M-F 730A (4/6/98-6/30/98) | 62 | 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. 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 WILL REGULARLY BE SCHEDULED AND WILL AIR BETWEEN THE HOURS OF 7 AM AND 10 PM. THE PROGRAM IS 30 MINUTES IN LENGTH, AND WILL BE IDENTIFIED AS AN EDUCATIONAL AND INFORMATIONAL SHOW, TARGETED TO 6 TO 11 YEAR OLDS, IN INFORMATION PROVIDED TO NATIONAL PUBLISHERS OF PROGRAM GUIDES. | | | |

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|--|-------------------------|---------------------|-------------------------------|
| Title of Program #3: YOUNG AMERICA OUTDOORS | | | Origination Network |
| Days/Times Program Regularly Scheduled: | Total times to be aired | Length of Program | Age of Target Child Audience: |
| SAT 730A (4/5/98-6/28/98) | 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 IS PRODUCED FOR CHILDREN AGES 13-16 TO EDUCATE AND INFORM THEM ABOUT THE ENVIRONMENT AND VARIOUS OUTDOOR ACTIVITIES THEY CAN ENJOY WITH THEIR FAMILIES AND FRIENDS. THE PROGRAM IS SCHEDULED TO RUN WEEKLY BETWEEN 7 AM AND 10 PM. | | | |

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. |
| 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. | | | |

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| 10. Name of children's programming liaison: | |
| Name WILLIAM LITTLETON | Telephone Number (include area code) 843-744-2424 |
| 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.

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|--|--------------------------------------|
| Name of Licensee SULLIVAN BROADCASTING LICENSE COR | Signature (only for printed version) |
| Date 4/10/98 | |

FCC 398
August 1997 (1.2)
(end)