

FCC 398 Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yy) March 31, 1997

1. Call Sign WTAT-TV	Channel Number 24	Community of License				ZIP Code 29418
		City CHARLESTON	State SC	County CHARLESTON		
Licensee SULLIVAN BROADCASTING LICENSE CORP.					Previous call sign (if applicable)	
<input checked="" type="checkbox"/> Network Affiliation: <u>FOX</u>		<input type="checkbox"/> Independent		Nielsen DMA 109	World Wide Web Home Page Address (if applicable)	

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. Does the licensee identify each Core Program at the beginning of the airing of each program as required by 47 C.F.R. Section 73.673? 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? 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. (Use supplemental page for additional programs.)

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
			Dates	Times	
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.					

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. (Use supplemental page for additional programs.)

Title of Program: BANANAS IN PAJAMAS			Origination		
			Local	Network	Syndicated
					XX
Dates/Times Program Aired: 1/1/97-3/31/97 130-2 PM		Total times aired 64	Number of Preemptions 0	If preempted and rescheduled, list date and time aired.	
Length of Program: 30 (minutes)				Dates	Times
Age of Target Child Audience (if applicable): from <u>2</u> years to <u>7</u> years.					
Describe the program. Bananas in Pajamas features live-action twins, B1 and B2 who live in a brightly colored storybook world. Each episode is designed to portray and encourage positive lifestyles.					
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. Complete chart below for each Core Program. (Use supplemental page for additional programs.)

Title of Program: BANANAS IN PAJAMAS			Origination		
			Local	Network	Syndicated
					XX
Days/Times Program Regularly Scheduled: M-F 130-2 PM	Total times to be aired 65	Length of Program: 30 (minutes)	Age of Target Child Audience: from <u>2</u> years to <u>7</u> years.		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Highlights include teaching cooperation and caring for each other, exploring the power of imagination, the wonder of natural phenomena, examining sibling rivalry and more. While the pre-school age audience is entertained with the bright colors and stories, the underlying positive and pro-social themes are woven within.					

8. 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. Section 73.3526(a)(8)(iii)? Yes No

5. Core Programming.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
			Dates	Times	
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.					

6. Non-Core Programming.

Title of Program: BOBBY 'S WORLD			Origination		
			Local	Network XX	Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
1/6/97-3/28/97 730-8 AM	61	3	Dates	Times	
Length of Program: 30 (minutes)					
Age of Target Child Audience (if applicable): from <u>4</u> years to <u>11</u> years.					
Describe the program. This program sees the world through the eyes of a child, touching subjects of honesty, emotions, sibling rivalry and imagination.					
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					

7. Core Programming you plan to air for the next quarter.

Title of Program: BOBBY 'S WORLD			Origination		
			Local	Network XX	Syndicated
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program:	Age of Target Child Audience:		
M-F 3-330 PM (65 times) M-F 330-4 PM (9 times)	74	30 (minutes)	from <u>4</u> years to <u>11</u> years.		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					
Episodes educate by means of teaching resolutions to real life situations of growing up.					

5. Core Programming.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
			Dates	Times	
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.					

6. Non-Core Programming.

Title of Program: C-BEAR AND JAMAL			Origination		
			Local	Network	Syndicated
				X	
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
1/4/97-3/29/97 8-830 AM	13	0	Dates	Times	
Length of Program: 30 (minutes)					
Age of Target Child Audience (if applicable): from 4 years to 11 years.					
Describe the program. Jamal Wingo is a 10-year-old African-American boy who is at the time of his life when he's starting to have significant questions about the important issues all boys face.					
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

7. Core Programming you plan to air for the next quarter.

Title of Program: C-BEAR AND JAMAL			Origination		
			Local	Network	Syndicated
				X	
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program:	Age of Target Child Audience:		
SATURDAY 8-830 AM	13	30 (minutes)	from 4 years to 11 years.		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Jamal finds out the answers about peer pressure, growing personal responsibility, sports and girls with the help of his sidekick, C-Bear.					

5. Core Programming.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
Length of Program: (minutes)		Age of Target Child Audience: from ____ years to ____ years.	Dates	Times	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					

6. Non-Core Programming.

Title of Program: LIFE WITH LOUIE			Origination		
			Local	Network	Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.		
1/4/97-3/29/97	13	0	Dates	Times	
Length of Program: 30 (minutes)	Age of Target Child Audience (if applicable): from 6 years to 1 years.				
Describe the program. Louie Anderson shares the tales of his childhood years growing up in Cedar Knolls, Wisconsin.					
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

7. Core Programming you plan to air for the next quarter.

Title of Program: LIFE WITH LOUIE			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program:	Age of Target Child Audience:		
SATURDAY 11-1130 AM (13 times) M-F 330-4 PM (5 times)	18	30 (minutes)	from 6 years to 11 years.		
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Children can relate to the trials and tribulations of Louis' childhood joys and fears. The stories offer children an opportunity to learn how to cope with growing up. As children view "life with Louie", not only are they being entertained, but they are learning valuable life lessons as well.					

5. Core Programming.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:		Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.	
				Dates	Times
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.					

6. Non-Core Programming.

Title of Program: MAGIC ADVENTURES OF MUMFIE			Origination		
			Local	Network XX	Syndicated
Dates/Times Program Aired:		Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.	
1/1/97-1/3/97 8-830 AM		3	0	Dates	Times
Length of Program: 30 (minutes)					
Age of Target Child Audience (if applicable): from 2 years to 5 years.					
Describe the program. Mumfie is a gentle, warm and thoroughly engaging children's program series that will capture the hearts and stimulate the imaginations of child and adult viewers.					
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

7. Core Programming you plan to air for the next quarter.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:		Total times to be aired	Length of Program:	Age of Target Child Audience:	
			(minutes)	from ___ years to ___ years.	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					

5. Core Programming.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:			Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
					Dates
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.					

6. Non-Core Programming.

Title of Program: THE WHY, WHY FAMILY			Origination		
			Local	Network	Syndicated
Dates/Times Program Aired:			Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
1/5/97-3/30/97 7-730 AM			13	0	Dates
Length of Program: 30 (minutes)					
Age of Target Child Audience (if applicable): from 2 years to 6 years.					
Describe the program. Baby Victor's endless stream of questions keeps his family on a constant quest to find the answers to his questions.					
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

7. Core Programming you plan to air for the next quarter.

Title of Program: THE WHY, WHY FAMILY			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:		Total times to be aired	Length of Program:	Age of Target Child Audience:	
SATURDAY 7-730 AM		13	30 (minutes)	from 2 years to 6 years.	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.					
Fax Max, Victor's dad, and his mother, Vanilla Why Why experience endless adventures as they address themed materials that challenge and satisfy the inquisitive nature of young minds.					

5. Core Programming.

Title of Program:			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:			Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
					Dates
Length of Program: _____ (minutes)			Times		
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.					

6. Non-Core Programming.

Title of Program: THE NEW ADVENTURES OF CAPTAIN PLANET			Origination		
			Local	Network	Syndicated
Dates/Times Program Aired:			Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
1/4/97-3/29/97 6-630 AM			13	0	Dates
Length of Program: 30 (minutes)			Times		
Age of Target Child Audience (if applicable): from 6 years to 11 years.					
Describe the program. The New Adventures of Captain Planet takes kids on a heart-stopping adventure each week - part science, part action with the Captain and his Planeteers.					
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

7. Core Programming you plan to air for the next quarter.

Title of Program: THE NEW ADVENTURES OF CAPTAIN PLANET			Origination		
			Local	Network	Syndicated
Days/Times Program Regularly Scheduled:		Total times to be aired	Length of Program:	Age of Target Child Audience:	
SATURDAY 6-630 AM		13	30 (minutes)	from 6 years to 11 years.	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Each episode reveals some aspect of the physical effect of environmental destruction and ends with the same message: that every individual must respect planet Earth and preserve its resources if we are to ensure our survival. And each episode ends with a :30 epilogue that gives viewers "The Power" to be part of the environmental solution.					

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
			<input type="checkbox"/> Yes <input type="checkbox"/> No
			<input type="checkbox"/> Yes <input type="checkbox"/> No

For each Core Program sponsored by the licensee, complete the chart below.

Title of Program:			Origination	
			Local	Network
				Syndicated
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.	
			Dates	Times
Length of Program: _____ (minutes)				
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 <i>William Littleton</i>
Date <i>April 10, 1997</i>	