

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) 12/31/2000

1. Call Sign	Channel Number	Community of License			
WTAT	24	City	State	County	ZIP Code
		Charleston	SC	Charleston	29418
Licensee					Previous call sign (if applicable)
Sullivan Broadcasting Company III, Inc					
<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. 4.0  
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: <b>Magic Schoolbus</b>			Origination <b>Network</b>
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Mon-Fri at 7am (10/2/00 - 12/29/00) Mon at 3pm 10/2/00 - 12/25/00	78	0	N/A
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 School Bus" is to educate and inform children between the ages of 6 and 9. 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 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.			

Title of Program #2: <b>NFL Under the Helmet</b>			Origination <b>Network</b>
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
<b>Saturdays at 4p (10/7/00-12/30/00)</b>	<b>13</b>	<b>1</b>	
Length of Program: <b>30</b> (minutes)			
Age of Target Child Audience: from <b>13</b> years to <b>16</b> years			<b>12/16/00 at 11am due to early game.</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>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.</b>			

Title of Program #3: <b>Did You Ever Wonder?</b>			Origination <b>Syndicated</b>
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
<b>Saturday at 7:00am (10/7/00 - 12/29/00)</b>	<b>13</b>	<b>0</b>	
Length of Program: <b>30</b> (minutes)			
Age of Target Child Audience: from <b>6</b> years to <b>9</b> years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>The nationally acclaimed series for children ages six to twelve. This show provides answers to the why's and how's on a wide variety of topics that are educational and of interest to Kids. This series is educational and fun. Its a video filed trip that takes the viewer behind the scenes to places that ordinarily would be inaccessible. It's a show parentw wtch with their parents.</b>			

**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 <b>Syndicated</b>
Dates/Times Program Aired:	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			
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			<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?

**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: <b>Under the Helmet</b>			Origination <b>Network</b>
Days/Times Program Regularly Scheduled: <b>Sat at 12:00p</b>	Total times to be aired <b>5</b>	Length of Program <b>30 (minutes)</b>	Age of Target Child Audience: <b>from 13 to 16 (years)</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>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.</b>			

Title of Program #2: <b>Wild Moments</b>			Origination <b>Syndicated</b>
Days/Times Program Regularly Scheduled: <b>Saturdays at 730am</b>	Total times to be aired <b>13</b>	Length of Program <b>30 (minutes)</b>	Age of Target Child Audience: <b>from 6 to 9 (years)</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>Naturalist Jack Hubley and his faithful dog, Trusty trek through fields, forests, lakes and mountains solving the mysteries of animal life and survival in the wild with answers to many questions regarding nature. Each episode shows various animals in their natural habitat and allows children to learn important lessons about caring for the environment in which they live.</b>			

Title of Program #3: <b>Magic School Bus</b>			Origination <b>Network</b>
Days/Times Program Regularly Scheduled: <b>Mon-Fri at 7am and Mon at 3pm</b>	Total times to be aired <b>78</b>	Length of Program <b>30 (minutes)</b>	Age of Target Child Audience: <b>from 6 to 9 (years)</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. <b>A significant purpose of Scholastic's "The Magic School Bus" is to educate and inform children between the ages of 6 and 9. 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 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.</b>			

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.
		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.			

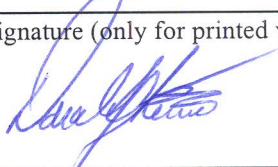
<b>10. Name of children's programming liaison:</b>	
Name <b>Donald J. Stewart</b>	Telephone Number (include area code) <b>843-744-2424</b>
Address <b>4301 Arco Lane</b>	Internet Mail Address (if applicable) <b>djstew@wtat.sbgnet.com</b>
City <b>Charleston</b>	State <b>SC</b>

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.

**DURING THE PERIOD OF OCTOBER 1, 2000 THROUGH DECEMBER 31, 2000, WTAT-TV, CHARLESTON, SOUTH CAROLINA, AIRED BOTH LOCALLY AND NATIONALLY PRODUCED PUBLIC SERVICE ANNOUNCEMENTS ON A RUN-OF-SCHEDULE BASIS. A COMPLETE REPORT OF THESE PUBLIC SERVICE ANNOUNCEMENTS HAS BEEN PLACED IN THE STATION'S PUBLIC FILE.**

**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 <b>Sullivan Broadcasting Company III, Inc.</b>	Signature (only for printed version) 
Date <b>1/9/01</b>	

FCC 398  
August 1997 (1.2)  
(end)

