

Federal Communications Commission  
Washington, DC 20554

Approved by OMB  
3060-0754

## FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: 09/30/1999 Filed on: 01/10/2000

Call Sign	Channel Numbers	Community of License			
<b>WUPN</b>	<b>48 (analog)</b>	City	State	County	ZIP Code
		<b>GREENSBORO</b>	<b>NC</b>	<b>GUILFORD</b>	<b>27101</b>
Licensee Name					
<b>MISSION BROADCASTING II, INC.</b>					
Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)			
<b>UPN</b>	<b>Greensboro-High Pt-W/Salem</b>				
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			

### Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c). **3.50 hours**
3. (a) 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. §73.673? **Y**
- (b) Identify publishers who were sent information in 3(a).

4. 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 Analog Core Program #1		Origin	
<b>BANANAS IN PAJAMAS</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>SUN 8:00A</b>	<b>10</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
		From	
<b>30 minutes</b>	<b>2 years</b>	<b>6 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Program features live-action twins living in a storybook world. Each episode poses a problem and solves it through cooperation and social interaction between fun-loving characters. Encourages a positive lifestyle through entertainment, enabling children to develop socially and intellectually.</b>			

Title of Analog Core Program #2		Origin	
<b>CRITTER GITTERS</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>SUN 7:30A</b>	<b>10</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
		From	

<b>30 minutes</b>	From	To	
	<b>9 years</b>	<b>14 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Each episode provides an adventure for a group of teens and their professor, in which they learn about wildlife and ecology. Encourages positive learning about nature, the environment, and social interaction between age groups.</b>			

Title of Analog Core Program #3		Origin	
<b>BLOOPY'S BUDDIES</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>M-F 2:00P</b>	<b>47</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>2 years</b>	<b>5 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Live-action program in which Bloopy and his ethnically diverse cast of friends move, sing, and learn about a variety of issues regarding safety, healthy living, nutrition, creativity, and music. Encourages positive lifestyles through entertainment, enabling children to develop socially and intellectually.</b>			

Title of Analog Core Program #4		Origin	
<b>REAL LIFE 101</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>SAT 10:00A</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>12 years</b>	<b>16 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Provides entertaining and educational career guidance for young teens. Program showcases 3 careers per episode and gives the audience realistic insight into the day-to-day workings of different careers. A 3-D interactive website is available for continuing viewer education.</b>			

Title of Analog Core Program #5		Origin	
<b>DISNEY'S DOUG</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>M-F 3:00P/SUN 9:00A</b>	<b>22</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>2 years</b>	<b>11 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Program teaches critical thinking and problem solving, and provides a positive message to kids, encouraging them to feel good about themselves. With gentle humor, "Doug" follows the adventures of average kids, 12-year old Doug Funnie and his friends, as he deals with the ups and downs of life that growing up brings.</b>			

### Non-Core Educational and Informational Programming

5. 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. §73.671. Complete chart below for each additional such educational and informational program.

*[There are no analog non-core program reports.]*

### Sponsored Core Programming

6. List Core Programs, if any, aired by other analog stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

*[There are no analog sponsored core program broadcast reports.]*

*[There are no analog sponsored core program detail reports.]*

### Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.

(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?

(c) If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream.  
If No to 7(c), submit as an Exhibit a Statement of Explanation.


8. (a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.

(b) State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. §73.671.

9. (a) 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. §73.673?

(b) Identify publishers who were sent information in 9(a).

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10. 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.

*[There are no digital core program reports.]*

11. (a) Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?

(b) If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.


### Non-Core Educational and Informational Programming

12. 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. §73.671. Complete chart below for each additional such educational and information program.

*[There are no digital non-core program reports.]*

### Sponsored Core Programming

13. 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. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

*[There are no digital sponsored core program broadcast reports.]*

*[There are no digital sponsored core program detail reports.]*

### Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1		Origin	
<b>DISNEY'S DOUG</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>M-F 3:00P/SUN 9:00A</b>		<b>77</b>	
Length of Program		Age of Target Audience	
		From	To
<b>30 minutes</b>		<b>2 years</b>	<b>11 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Program teaches critical thinking and problem solving, and provides a positive message to kids, encouraging them to feel good about themselves. With gentle humor, "Disney's Doug" follows the adventures of an average kid, 12-year old Doug Funnie, and his friends, as he deals with the ups and downs of life that growing up brings.</b>			

Title of Planned Core Program #2		Origin	
<b>REAL LIFE 101</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>SAT 10:00A</b>		<b>13</b>	
Length of Program		Age of Target Audience	
		From	To
<b>30 minutes</b>		<b>12 years</b>	<b>16 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Provides entertaining and educational career guidance for young teens. Program showcases 3 careers per episode and gives the audience realistic insight into the day-to-day workings of different careers. A 3-D interactive website is available for continuing viewer education.</b>			

15. 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. §73.3526(e)(11)(iii)?

<b>Y</b>
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16. Identify the licensee's children's programming liaison.

Name		Telephone Number	
<b>Ginny Brown</b>		<b>336-274-4848</b>	
Address		E-mail Address	
<b>3500 Myer Lee Drive</b>		<b>gbrown@wxlv.sbgnet.com</b>	
City	State	ZIP Code	
<b>Winston-Salem</b>	<b>NC</b>		

17. 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. §73.671, NOTES 2 and 3.

<b>* For the first two months of 3rd Quarter, children's programming was 4 hours/week. In September, the program lineup changed, and children's programming was reduced to 3 1/2 hours/week.</b>
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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	Signature
<b>MISSION BROADCASTING II, INC.</b>	
Date	
<b>10/6/99</b>	

FCC Form 398  
March 2006