

# FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: **06/30/2009** Filed on: **07/07/2009**

Call Sign	Channel Numbers	Community of License			
<b>WWMB</b>	<b>21</b> <i>(analog)</i>	City	State	County	ZIP Code
	<b>20</b> <i>(digital)</i>	<b>Myrtle Beach</b>	<b>SC</b>	<b>Horry</b>	<b>29579</b>
Licensee Name					
<b>Sagamore Hill of Carolina Licenses, LLC</b>					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
<b>CW</b>		<b>Florence-Myrtle Beach</b>	<b>www.carolinalive.com</b>		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
<b>3133</b>	<b>n/a</b>		<b>2012-12-01</b>		

## 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).

**TV Guide, The Sun News, The State Newspaper, The Preview Channel, Tribune Media Services, TV Data Technologies, FYI Television, (Titan)**

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>Exploration with Jarod Miller</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 7:00-7:30 AM ET through June 13, 2009</b>	<b>10</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>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.</b>			

Title of Analog Core Program #2		Origin	
<b>Wild America</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

<b>Saturdays 7:30-8:00 AM ET through June 13, 2009</b>		<b>10</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>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.</b>			

Title of Analog Core Program #3			Origin
<b>Jack Hanna's Animal Adventures</b>			<b>SYNDICATED</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 8:00-8:30 AM ET through June 13, 2009</b>	<b>10</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>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Designed to teach the younger generation the importance of the care and preservation of endangered species and how to appreciate the Earth's creatures so that these children will want to become a part of saving these creatures for future generations.</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>Saturdays 8:30-9:00 AM ET through June 13, 2009</b>	<b>10</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This show presents real people pursuing actual jobs and careers in an educational and informational format designed to help viewers make important decisions about preparing for the future.</b>			

Title of Analog Core Program #5			Origin
<b>What's Up/Que Pasa?</b>			<b>SYNDICATED</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 9:00-9:30 AM ET until June 13, 2009</b>	<b>10</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>8 years</b>	<b>12 years</b>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>"What's Up/Que Pasa" is a weekly multi-cultural show that emphasizes what we have in common with other cultures, while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and</b>			

humor.

Title of Analog Core Program #6		Origin	
<b>Saved By the Bell</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
<b>Saturdays 9:30-10:00 AM ET &amp; Sundays 7:00-7:30 AM ET through June 14, 2009</b>	<b>20</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/T Symbol Used As Required
	From	To	
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Inspired by the strong desire to do a positive show about an inspiring school teacher, this show portrays situations that we've either all experienced in high school or, for the younger crowd, hope to experience in the future. Seeks to instill positive role models and moral decision-making when faced with adolescent choices in a high school setting.</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).

<b>3.50 hours</b>
<b>Y</b>
<b>Y</b>
<i>(None Required)</i>
<b>168.00 hours</b>
<b>4.00 hours</b>
<b>Y</b>

**TV Guide, The Sun News, The State Newspaper, The Preview Channel, Tribune Media Services, TV Data Technologies, FYI Television, (Titan)**

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.

Title of Digital Core Program #1		Origin	
<b>Exploration with Jarod Miller</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 7:00-7:30 AM ET</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>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.</b>			

Title of Digital Core Program #2		Origin	
<b>Wild America</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 7:30-8:00 AM ET</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>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.</b>			

Title of Digital Core Program #3		Origin	
<b>Jack Hanna's Animal Adventures</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 8:00-8:30 AM ET</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>	<b>Y</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Designed to teach the younger generation the importance of the care and preservation of endangered species and how to appreciate the Earth's creatures so that these children will want to become a part of saving these creatures for future generations.</b>			

Title of Digital 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>Saturdays 8:30-9:00 AM ET</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>13 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>This show presents real people pursuing actual jobs and careers in an educational and informational format designed to help viewers make important decisions about preparing for the future.</b>			

Title of Digital Core Program #5		Origin	
<b>What's Up/Que Pasa?</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 9:00-9:30m AM ET</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>8 years</b>	<b>12 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>"What's Up/Que Pasa" is a weekly multi-cultural show that emphasizes what we have in common with other cultures, while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor.</b>			

Title of Digital Core Program #6		Origin	
<b>Saved By the Bell</b>		<b>SYNDICATED</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 9:30-10:00 AM ET &amp; Sundays 7:00-7:30 AM ET</b>	<b>26</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>13 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>Inspired by the strong desire to do a positive show about an inspiring school teacher, this show portrays situations that we've either all experienced in high school or, for the younger crowd, hope to experience in the future. Seeks to instill positive role models and moral decision-making when faced with adolescent choices in a high school setting.</b>			

Title of Digital Core Program #7		Origin	
<b>Will and DeWitt (CW Plus)</b>		<b>NETWORK</b>	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 7:00-7:30 AM ET only April 14, 2009</b>	<b>1</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required

<b>30 minutes</b>	From	To	<b>Y</b>
	<b>3 years</b>	<b>7 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>By focusing on the relationships of a group of kids, the series provides an arena to foster creativity and enhance learning in the area of Mathematics, Language, and Literature. The viewers learn sound critical thinking and problem-solving skills.</b>			

Title of Digital Core Program #8			Origin
<b>GoGoRiki (CW Plus)</b>			<b>NETWORK</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 8:00-8:30 &amp; 8:30-9:00 AM ET Beginning April 11.2009</b>	<b>25</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>4 years</b>	<b>9 years</b>	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<b>Featuring nine characters which represent archetypes children will recognize from their own lives, the GoGoRiki always come together to learn and solve problems in ways that are creative, unexpected and fun. They are of different generations and come from different places, yet they all share a core set of positive values and ideals: tolerance, respect for others and the environment, friendship, loyalty, compassion, and peace--making their world one without violence or cruelty.</b>			

Title of Digital Core Program #9			Origin
<b>DeGrassi: The Next Generation (CW Plus)</b>			<b>NETWORK</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
<b>Saturdays 12:00-12:30 &amp; 12:30-1:00 PM ET; Sundays 11:30-12:00, 12:00-1:00 &amp; 12:30-1:00 PM ET</b>	<b>65</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>13 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>The series, rated TV-PG addresses important age-relevant topics in a direct and honest fashion, capturing the highs and lows of the youth experience. The series provides vivid representations of dilemmas along with solid information about how they can be handled. Many of these problems emerge from within the peer culture as well as occasionally from expectations and conflicts that adults may be experiencing. Resolutions emerge through peer discussions and direct experiences and may also yield opportunities for teenagers to express any concerns they may have about their own choices and the consequences portrayed in each episode.</b>			

Title of Digital Core Program #10		Origin
<b>Gladiators 2000 (CW Plus)</b>		<b>NETWORK</b>
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

<b>Sundays, 11:00-11:30 AM ET</b>	<b>13</b>	<b>0</b>	
Length of Program	Age of Target Audience		E/I Symbol Used As Required
<b>30 minutes</b>	From	To	<b>Y</b>
	<b>13 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>Fun, interactive fitness-based educational program geared towards high school-aged children. Emphasis on health and nutritional education. Blends other core academic subjects such as English, History, Social Studies, and Math in a balanced and exciting manner. Entertaining and educational program targeted to teens involving co-ed teams competing in physical and intellectual challenges. The contestants are tested on their knowledge of health, nutrition and fitness topics.</b>			

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.

<b>Y</b>
<i>(None Required)</i>

### 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>Exploration with Jarod Miller (CW)</b>	<b>SYNDICATED</b>	
Regular Schedule	Total Times to be Aired	
<b>Saturdays 7:00-7:30 AM ET through September 19, 2009 thereafter Mondays 7:00-7:30 AM ET</b>	<b>14</b>	
Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<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>This program travels to the nearest and farthest corners of the world to explore the land, the air, and the sea. It introduces children to places, people and things that they may have never seen before. Each episode helps them to see the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.</b>		

Title of Planned Core Program #2		Origin	
<b>Wild America (CW)</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturdays 7:30-8:00 AM ET until September 19, 2009 thereafter Tuesdays 7:00-7:30 AM ET</b>		<b>14</b>	
Length of Program	Age of Target Audience		
<b>30 minutes</b>	From	To	
	<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>This program exposes children to the positive influences animals have on our lives and the earth's delicate balance. It examines the practical use of animals in our society and reports on the dangers of their decline.</b>			

Title of Planned Core Program #3		Origin	
<b>Jack Hanna's Animal Adventures (CW)</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturdays 8:00-8:30 AM ET until September 19, 2009; thereafter Wednesdays 7:00-7:30 AM ET</b>		<b>14</b>	
Length of Program	Age of Target Audience		
<b>30 minutes</b>	From	To	
	<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>Designed to teach the younger generation the importance of the care and preservation of endangered species and how to appreciate the Earth's creatures so that these children will want to become a part of saving these creatures for future generations.</b>			

Title of Planned Core Program #4		Origin	
<b>Real Life 101 (CW)</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	
<b>Saturdays 8:30-9:00 AM ET until September 19, 2009; thereafter Thursdays 7:00-7:30 AM ET</b>		<b>13</b>	
Length of Program	Age of Target Audience		
<b>30 minutes</b>	From	To	
	<b>13 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>This show presents real people pursuing actual jobs and careers in an educational and informational format designed to help viewers make important decisions about preparing for the future.</b>			

Title of Planned Core Program #5		Origin	
<b>What's Up/Que Pasa? (CW)</b>		<b>SYNDICATED</b>	
Regular Schedule		Total Times to be Aired	

<b>Saturdays 9:00-9:30 AM ET until September 19, 2009; thereafter Fridays 7:00-7:30 AM ET</b>		<b>13</b>
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>8 years</b>	<b>12 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p><b>"What's Up/Que Pasa" is a weekly multi-cultural show that emphasizes what we have in common with other cultures, while teaching today's youth to appreciate our differences. Every week, the show bilingually presents a new theme, such as cross-cultural understanding, the dangers of drugs and smoking, and reading appreciation, to name a few, through a hip combination of rap and humor.</b></p>		

Title of Planned Core Program #6		Origin
<b>Saved By the Bell (CW)</b>		<b>SYNDICATED</b>
Regular Schedule		Total Times to be Aired
<b>Saturdays 9:30-10:00 AM ET &amp; Sundays 7:00-7:30 AM ET</b>		<b>27</b>
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p><b>: Inspired by the strong desire to do a positive show about an inspiring school teacher, this show portrays situations that we've either all experienced in high school or, for the younger crowd, hope to experience in the future. Seeks to instill positive role models and moral decision-making when faced with adolescent choices in a high school setting.</b></p>		

Title of Planned Core Program #7		Origin
<b>GoGoRiki (CW Plus)</b>		<b>NETWORK</b>
Regular Schedule		Total Times to be Aired
<b>Saturdays 8:00-8:30 &amp; 8:30 -9:00 AM</b>		<b>26</b>
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>	<b>4 years</b>	<b>9 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p><b>Featuring nine characters which represent archetypes children will recognize from their own lives, the GoGoRiki always come together to learn and solve problems in ways that are creative, unexpected and fun. They are of different generations and come from different places, yet they all share a core set of positive values and ideals: tolerance, respect for others and the environment, friendship, loyalty, compassion, and peace--making their world one without violence or cruelty.</b></p>		

Title of Planned Core Program #8		Origin
<b>Degrassi: The Next Generation (CW Plus)</b>		<b>NETWORK</b>
Regular Schedule		Total Times to be Aired
<b>Saturdays 12:00-12:30 &amp; 12:30-1:00 PM ET; Sundays 11:30-12:00, 12:00-12:30 &amp; 12:30-1:00 PM ET</b>		<b>65</b>
Length of Program	Age of Target Audience	
	From	To
<b>30 minutes</b>		

<b>30 minutes</b>	<b>13 years</b>	<b>16 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
<p><b>Degrassi The series, rated TV-PG addresses important age?relevant topics in a direct and honest fashion, capturing the highs and lows of the youth experience. The series provides vivid representations of dilemmas along with solid information about how they can be handled. Many of these problems emerge from within the peer culture as well as occasionally from expectations and conflicts that adults may be experiencing. Resolutions emerge through peer discussions and direct experiences and may also yield opportunities for teenagers to express any concerns they may have about their own choices and the consequences portrayed in each episode.</b></p>		

Title of Planned Core Program #9		Origin	
<b>Gladiators 2000 (CW Plus)</b>		<b>NETWORK</b>	
Regular Schedule		Total Times to be Aired	
<b>Sundays 11:00-11:30 AM ET</b>		<b>13</b>	
Length of Program		Age of Target Audience	
<b>30 minutes</b>		From	To
		<b>13 years</b>	<b>16 years</b>
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p><b>Fun, interactive fitness-based educational program geared towards high school-aged children. Emphasis on health and nutritional education. Blends other core academic subjects such as English, History, Social Studies, and Math in a balanced and exciting manner. Entertaining and educational program targeted to teens involving co-ed teams competing in physical and intellectual challenges. The contestants are tested on their knowledge of health, nutrition and fitness topics.</b></p>			

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)?

**Y**

16. Identify the licensee's children's programming liaison.

Name		Telephone Number	
<b>Mary Elizabeth Shipp</b>		<b>843-234-9733</b>	
Address		E-mail Address	
<b>P.O. Box 51150</b>		<b>bshipp@wpde.com</b>	
City	State	ZIP Code	
<b>Myrtle Beach</b>	<b>SC</b>	<b>29579</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.

**WWMB CW21 either sponsors or co-sponsors the following: B&C Kids Time Club (monthly meeting for kids involving education and recreation), Special Olympics, Florence County Disabilities Foundation, Limos for Learning Program, South Carolina Children's Museum, Girl Scout Council Eastern South Carolina, Green Sea Head Start Spring Festival, Hard Rock Café Charity Golf Outing benefitting the V Foundation for Cancer Research, Kingston Foundation Charity Golf Tournament benefitting Healthreach Van, Billie Hardee Home for Boys, Collins Kids Foundation, Lindsey's Little Miracles, Pee Dee Chapter of the American Red Cross. Our anchors visited many schools, after-school programs, and educational events in our area and talked with students about the need to stay in school and get an education. Our station provides regular tours to elementary, high school, home schooled, and special needs groups to provide an inside look at weather reporting and news production procedures. We also run numerous PSAs during the day; some of which are: Reducing Gun Violence, Environmental Protection Agency, Booster Seats, Guide to Immunizations, Boys Town: Teens, High School Drop Out Prevention, United Way, Recycling, March**

**of Dimes, Talk to Your Kids About Sex, American Humane Society: Bullies, Guardian AD Litem, , SC Special Olympics, Tough Classes: College Access, Play it Safe Online, Childhood Obesity Prevention, Shriners Hospital for Children, Teen Alanon, Financial Literacy.**

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>Sagamore Hill of Carolina Licenses LLC</b>	
Date	
<b>07/07/2009</b>	