

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: 06/30/2010

Call Sign	Channel Numbers	Community of License		
WYCW	(analog) 45 (digital)	City	State	County
		ASHEVILLE	NC	BUNCOMBE
				ZIP Code
				28800

Licensee Name
 MEDIA GENERAL COMMUNICATION HOLDINGS, LLC

Network Affiliation	Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)
Network	Greenville-Spart-Ashville-And	WWW.CAROLINASCW.COM
Facility ID	Previous Call Sign (if applicable)	License Renewal Expiration Date
70149	WASV	12/01/2004

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). 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?
- (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.
 [There are no analog core program reports.]

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. 4.0 hours

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

(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. Y

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. 168.0 hours

(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. 3.0 hours

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? Y

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

WYCW PROVIDES SCHEDULES TO TV GUIDE, FYI TELEVISION, TV MEDIA, VIDEO CEI AND TRIBUNE TV MEDIA.

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	Origination	
WINX CLUB ENCORE	NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions

SATURDAY 7AM 4/3-4/17/10 3

Length of Program	Age of Target Audience		E/I Symbol
30 minutes	From	To	Used As
	6 years	11 years	Required
			Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

THE WINX CLUB UTILIZES FAIRIES, CASTLES, MAGICAL CAVERNS AND TIMELESS VILLAGES AS A BACKDROP FOR COMING OF AGE INSTRUCTIONS, GROUP PROBLEM SOLVING AND IMPORTANT SOCIAL AND EMOTIONAL LESSONS. THE SERIES WAS PRODUCED WITH THE PRIMARY PURPOSE OF EDUCATING AND INFORMING CHILDREN AGES 6-11 THROUGH ENTERTAINING AND ATTRACTIVE PROGRAMMING. THE CHARACTERS, STORYLINES AND RECURRING THEMES OF THE SERIES REPRESENT A BROAD RANGE OF ISSUES, INFORMATION AND TOOLS THAT ARE IDENTIFIABLE AND MEANINGFUL TO BOTH BOYS AND GIRLS.

Title of Digital Core Program #2		Origination
MAGICAL DoReMi		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions
SATURDAY 7AM 4/24-6/26/10	10	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From To	
	3 years 7 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming
 A MAGICAL, MUSICAL ODYSSEY THROUGH THE SECRET WORLD OF WITCHES-IN-TRAINING, MAGICAL DOREMI IS THE STORY OF THREE 3RD GRADERS AND BEST FRIENDS (DORIE, REANNE AND MIRABELLE) WHO--ARMED WITH THE POWER OF MUSIC AND THE DESIRE TO MAKE THE WORLD A BETTER PLACE--EMBARK ON A JOURNEY TO BECOME FULL-FLEDGED WITCHES. THESE WICHLINGS, AS THEY ARE KNOWN IN THE LUNIVERSE, MUST GO THROUGH EIGHT STAGES OF APPRENTICESHIP WHICH TAKE THEM ON ENDLESS ADVENTURES AND INTRODUCE THEM TO A CAST OF COLORFUL CHARACTERS.

Title of Digital Core Program #3		Origination
WINX CLUB		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions
SATURDAY 7:30AM 4/3-6/26/10	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From To	
	6 years 11 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

THE WINX CLUB UTILIZES FAIRIES, CASTLES, MAGICAL CAVERNS AND TIMELESS VILLAGES AS A BACKDROP FOR COMING OF AGE INSTRUCTIONS, GROUP PROBLEM SOLVING AND IMPORTANT SOCIAL AND EMOTIONAL LESSONS. THE SERIES WAS PRODUCED WITH THE PRIMARY PURPOSE OF EDUCATING AND INFORMING CHILDREN AGES 6-11 THROUGH ENTERTAINING AND ATTRACTIVE PROGRAMMING. THE CHARACTERS, STORYLINES AND RECURRING THEMES OF THE SERIES REPRESENT A BROAD RANGE OF ISSUES, INFORMATION AND TOOLS THAT ARE IDENTIFIABLE AND MEANINGFUL TO BOTH BOYS AND GIRLS.

Title of Digital Core Program #4 ANIMAL ATLAS CLASSIC		Origination SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre- emptions
SUNDAY 10AM 4/4- 6/27/10	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From To 13 years 16 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

This program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.

Title of Digital Core Program #5 ANIMAL ATLAS		Origination SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre- emptions
SUNDAY 10:30AM 4/4- 6/27/10	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From To 13 years 16 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

This program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.

Title of Digital Core Program #6		Origination	
REAL LIFE 101		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
SUNDAY 11AM 4/4-6/27/10	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	13 years	16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Fresh fast-paced entertainment and direction for teens that utilizes today's music and humor to provide career guidance. FCC Friendly Core Programming that encourages young people to follow their dreams. Real Life 101 looks at real people doing real jobs. On this television series, teenagers will meet successful people who really enjoy what they do for a living. They open up their professions for young people to explore.

Title of Digital Core Program #7		Origination	
AWESOME ADVENTURES		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptptions	
SUNDAY 11:30AM 4/4-6/27/10	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
30 minutes	From	To	Y
	13 years	16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Awesome Adventures is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or over pedantic, but rather, the goal is to make the learning fun.

Title of Digital Core Program #8		Origination
JACK HANNA'S ANIMAL ADVENTURES		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUNDAY 12PM 4/4-6/27/10	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 13 years To 16 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jacks talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pre-social values within an environmentally responsible universe.

Title of Digital Core Program #9		Origination
WILD ABOUT ANIMALS		SYNDICATED
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SUNDAY 12:30PM 4/4-6/27/10	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 13 years To 16 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Wild About Animals is produced for children 16 and under (specific target audience is 13-16). The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of at least four (4) stories designed to teach children about exotic and unique animals from the wild, as well as to educate them further about animals they see every day.

Title of Digital Core Program #10			Origination
NOONBORY AND THE SUPER 7 [MULTI-CAST DT 62.2]			NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY 7AM 4/3-4/17/10; SATURDAY 10AM 4/24-6/26/10	13		

Length of Program	Age of Target Audience		E/I Symbol
30 minutes	From	To	Used As
	3 years	6 years	Required
			Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gurys, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Digital Core Program #11			Origination
BUSYTOWN MYSTERIES [MULTI-CAST DT 62.2]			NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SATURDAY 7:30AM 4/3-4/17/10; SATURDAY 10:30AM 4/24-6/26/10	13		

Length of Program	Age of Target Audience		E/I Symbol
30 minutes	From	To	Used As
	3 years	7 years	Required
			Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Inspired by the beloved works of best-selling children's author Richard Scarry, *Busytown Mysteries* brings the popular adventures of *Busytown* to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour *Busytown* on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Digital Core Program #12			Origination
DOODLEBOPS ROCKIN' ROAD SHOW [MULTI-CAST DT 62.2]			NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SUNDAY 7AM 4/4-4/18/10; SATURDAY 11AM 4/24-6/26/10	13		
Length of Program	Age of Target Audience	E/I Symbol	
30 minutes	From To	Used As	
	3 years 8 years	Required	
		Y	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Digital Core Program #13			Origination
STRAWBERRY SHORTCAKE [MULTI-CAST DT 62.2]			NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	

SUNDAY 7:30AM 4/4-4/18/10;
 SATURDAY 11:30AM 4/24-6/26/10 13

Length of Program	Age of Target Audience		E/I Symbol
	From	To	Used As
30 minutes	3 years	6 years	Required
			Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Digital Core Program #14	Origination
SABRINA: THE ANIMATED SERIES - 1 [MULTI-CAST DT 62.2]	NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time
SATURDAY 11AM 4/3-4/17/10; SUNDAY 8AM 4/25-6/27/10	13
	Number of Pre-emptions

Length of Program	Age of Target Audience		E/I Symbol
	From	To	Used As
30 minutes	7 years	12 years	Required
			Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Digital Core Program #15		Origination
SABRINA: THE ANIMATED SERIES - II [MULTI-CAST DT 62.2]		NETWORK
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SATURDAY 11:30AM 4/3-4/17/10; SUNDAY 8:30AM 4/25-6/27/10	13	
Length of Program	Age of Target Audience	E/I Symbol Used As Required
30 minutes	From 7 years To 12 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

11. 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? Y

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.

Title of Digital Non-Core Program #1
XTREME ACHIEVERS

Origination
LOCAL

Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SATURDAY 2:30PM 6/19/2010	1	0

Length of Program	Age of Target Audience	
30 minutes	From	To
	13 years	16 years

Does the program have educating and informing children ages 16 and under as a significant purpose? **Y**

If Yes, does the Licensee identify each program by displaying throughout the program the symbol E/I? **Y**

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. §73.673? **Y**

Description of Program

YOUR CW 62 XTREME ACHIEVERS IS A LOCALY PRODUCED SHOW ON YOUR CW FEATURING ORDINARY TEENAGERS DOING EXTRAORDINARY THINGS. THE SHOW FEATURES TEENAGERS FROM WESTER NORTH CAROLINA WHO EXCEL AT MUSIC, CHESS, ATHLETICS, ACADEMICS, ART, VOLUNTEERISM, AND OTHER AREAS.

Date and Time Aired (if preempted and rescheduled)

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

Origination

MAGICAL DoReMi

NETWORK

Regular Schedule

Total Times to be Aired

SATURDAY 7AM 7/3-7/17/10 3

Length of Program

Age of Target Audience

30 minutes

From To
3 years 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

A MAGICAL, MUSICAL ODYSSEY THROUGH THE SECRET WORLD OF WITCHES-IN-TRAINING, MAGICAL DOREMI IS THE STORY OF THREE 3RD GRADERS AND BEST FRIENDS (DORIE, REANNE AND MIRABELLE) WHO--ARMED WITH THE POWER OF MUSIC AND THE DESIRE TO MAKE THE WORLD A BETTER PLACE--EMBARK ON A JOURNEY TO BECOME FULL-FLEDGED WITCHES. THESE WICHLINGS, AS THEY ARE KNOWN IN THE LUNIVERSE, MUST GO THROUGH EIGHT STAGES OF APPRENTICESHIP WHICH TAKE THEM ON ENDLESS ADVENTURES AND INTRODUCE THEM TO A CAST OF COLORFUL CHARACTERS.

Title of Planned Core Program #2

Origination

WINX CLUB

NETWORK

Regular Schedule

Total Times to be Aired

SATURDAY 7:30AM 7/3-7/17/10 3

Length of Program

Age of Target Audience

30 minutes

From To
6 years 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

THE WINX CLUB UTILIZES FAIRIES, CASTLES, MAGICAL CAVERNS AND TIMELESS VILLAGES AS A BACKDROP FOR COMING OF AGE INSTRUCTIONS, GROUP PROBLEM SOLVING AND IMPORTANT SOCIAL AND EMOTIONAL LESSONS. THE SERIES WAS PRODUCED WITH THE PRIMARY PURPOSE OF EDUCATING AND INFORMING CHILDREN AGES 6-11 THROUGH ENTERTAINING AND ATTRACTIVE PROGRAMMING. THE CHARACTERS, STORYLINES AND RECURRING THEMES OF THE SERIES REPRESENT A BROAD RANGE OF ISSUES, INFORMATION AND TOOLS THAT ARE IDENTIFIABLE AND MEANINGFUL TO BOTH BOYS AND GIRLS.

Title of Planned Core Program #3

Origination

CUBIX: ROBOTS FOR EVERYONE

NETWORK

Regular Schedule	Total Times to be Aired		
SATURDAY 7AM 7/24-9/25/10	10		
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

The educational objectives of Cubix include the reinforcement of age appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment. The Botties and their robots tackle personal and community adversities in creative story lines. Within this framework, children can see age appropriate problem solving strategies and learn to model the appropriate behavior. Through the Botties' experiences, viewers learn to overcome self-esteem and social competency issues, demonstrating to children that self-confidence, courage and resilience are necessary tools for problem solving and establishing good interpersonal relationships. Moreover, the characters inspire and promote altruistic behaviors, such as community participation, support, resilience, tolerance and leadership skills.

Title of Planned Core Program #4	Origination
CUBIX: ROBOTS FOR EVERYONE	NETWORK

Regular Schedule	Total Times to be Aired		
SATURDAY 7:30AM 7/24-9/25/10	10		
Length of Program		Age of Target Audience	
30 minutes		From	To
		6 years	11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

The educational objectives of Cubix include the reinforcement of age appropriate interpersonal skills, the development of self-confidence, courage and personal responsibility. Cubix exposes children to these lessons within an entertaining, non-threatening imaginary environment. The Botties and their robots tackle personal and community adversities in creative story lines. Within this framework, children can see age appropriate problem solving strategies and learn to model the appropriate behavior. Through the Botties' experiences, viewers learn to overcome self-esteem and social competency issues, demonstrating to children that self-confidence, courage and resilience are necessary tools for problem solving and establishing good interpersonal relationships. Moreover, the characters inspire and promote altruistic behaviors, such as community participation, support, resilience, tolerance and leadership skills.

Title of Planned Core Program #5	Origination
ANIMAL ATLAS CLASSIC	SYNDICATED

Regular Schedule	Total Times to be Aired	Age of Target Audience	
SUNDAY 10AM 7/4-9/26/10	13	From	To
Length of Program		13 years	16 years
30 minutes			

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

This program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.

Title of Planned Core Program	Origination
#6	
ANIMAL ATLAS	SYNDICATED
Regular Schedule	Total Times to be Aired

SUNDAY 10:30AM 7/4-9/26/10	13	Age of Target Audience	
Length of Program		From	To
30 minutes		13 years	16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

This program brings information about the world of animals to viewers in a non-didactic, entertaining way. Its approach in no way diminishes the learning that takes place when observations lead to conclusions - and young minds will draw many conclusions about the natural world shown in this series. These conclusions are consistent with nationally published curriculum goals in the natural sciences. The program consists of original and detailed footage of animals, a narration, and a charming musical score.

Title of Planned Core Program	Origination
#7	
REAL LIFE 101	SYNDICATED
Regular Schedule	Total Times to be Aired

SUNDAY 11AM 7/4-9/26/10	13	Age of Target Audience	
Length of Program		From	To
30 minutes		13 years	16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Fresh fast-paced entertainment and direction for teens that utilizes today's music and humor to provide career guidance. FCC Friendly Core Programming that encourages young people to follow their dreams. Real Life 101 looks at real people doing real jobs. On this television series, teenagers will meet successful people who really enjoy what they do for a living. They open up their professions for young people to explore.

Title of Planned Core Program #8	AWESOME ADVENTURES	Origination		
		SYNDICATED		
Regular Schedule	SUNDAY 11:30AM 7/4-9/26/10	Total Times to be Aired	13	
Length of Program	30 minutes	Age of Target Audience	From	To
			13 years	16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Awesome Adventures is designed to educate, inform, and entertain children 16 and under (specific target audience is 13-16) about the world around them. Each journey is a lesson in the beauty of nature, its creatures, and the people who inhabit the land. The shows are not designed to be "preachy" or over pedantic, but rather, the goal is to make the learning fun.

Title of Planned Core Program #9	JACK HANNA'S ANIMAL ADVENTURES	Origination		
		SYNDICATED		
Regular Schedule	SUNDAY 12PM 7/4-9/26/10	Total Times to be Aired	13	
Length of Program	30 minutes	Age of Target Audience	From	To
			13 years	16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

In each episode the cameras follow Jack as he spends time with nature's creatures across the continents. Jacks talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each episode is designed to reveal to children the world around them in a way that presents positive role models and pre-social values within an environmentally responsible universe.

Title of Planned Core Program #10	WILD ABOUT ANIMALS	Origination		
		SYNDICATED		
Regular Schedule	SUNDAY 12:30PM 7/4-9/26/10	Total Times to be Aired	13	
Length of Program		Age of Target Audience		

30 minutes	From	To
	13 years	16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Wild About Animals is produced for children 16 and under (specific target audience is 13-16). The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode will consist of at least four (4) stories designed to teach children about exotic and unique animals from the wild, as well as to educate them further about animals they see every day.

Title of Planned Core Program #11 NOONBORY AND THE SUPER 7 [MULTI-CAST DT 62.2]	Origination NETWORK
---	----------------------------

Regular Schedule SATURDAY 10AM 7/3-9/25/10	Total Times to be Aired 13
---	----------------------------------

Length of Program 30 minutes	Age of Target Audience
	From To
	3 years 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Noonbory and the Super Seven follows the adventures of a team of animated characters, who represent dynamic forms of the five senses, and their leader Noonbory, who engages them all to work together as a team. On an episode by episode basis, the borys highlight instances in which assistance, cooperation and leadership result in success, while a group of mischief makers, called Gurys, demonstrate how taking greedy, selfish and deceptive actions leads to problems. Major educational objectives of the program include: encouraging viewers to develop positive personal qualities and pro-social behaviors including helpfulness, kindness, generosity, initiative, compassion and leadership; teaching viewers to critically assess and value their own capabilities and skills; and aiding viewers to accept and appreciate the competencies and differences in others. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #12 BUSYTOWN MYSTERIES [MULTI-CAST DT 62.2]	Origination NETWORK
---	----------------------------

Regular Schedule SATURDAY 10:30AM 7/3-9/25/10	Total Times to be Aired 13
--	----------------------------------

Length of Program 30 minutes	Age of Target Audience
	From To
	3 years 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #13

Origination

DOODLEBOPS ROCKIN' ROAD SHOW [MULTI-CAST DT 62.2]

NETWORK

Regular Schedule

Total Times to be Aired

SATURDAY 11AM 7/3-9/25/10

13

Length of Program

Age of Target Audience

30 minutes

From	To
3 years	8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #14

Origination

STRAWBERRY SHORTCAKE [MULTI-CAST DT 62.2]

NETWORK

Regular Schedule

Total Times to be Aired

SATURDAY 11:30AM 7/3-9/25/10

13

Length of Program

Age of Target Audience

30 minutes

From	To
3 years	6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social messages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #15

SABRINA: THE ANIMATED SERIES - I [MULTI-CAST DT 62.2]

Origination

NETWORK

Regular Schedule

SUNDAY 8AM 7/4-9/26/10

Length of Program

30 minutes

Total Times to be Aired

13

Age of Target Audience

From	To
7 years	12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Title of Planned Core Program #16

SABRINA: THE ANIMATED SERIES - II [MULTI-CAST DT 62.2]

Origination

NETWORK

Regular Schedule

SUNDAY 8:30AM 7/4-9/26/10

Length of Program

30 minutes

Total Times to be Aired

13

Age of Target Audience

From	To
7 years	12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

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	
STEPHANIE CAUTHEN	864-595-4606	
Address	E-mail Address	
250 INTERNATIONAL DRIVE	SCAUTHEN@WSPA. COM	
City	State	ZIP Code
SPARTANBURG	SC	29303

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.

WYCW TERMINATED ANALOG BROADCASTS ON FEBRUARY 17, 2009 AND SINCE THAT TIME HAS BROADCAST SOLELY IN DIGITAL. LICENSEE'S RESPONSES IN THIS FORM THEREFORE TREAT THE MAIN DIGITAL STREAM AS EQUIVALENT TO THE STATION'S FORMER ANALOG CHANNEL. DUE TO THE COLLAPSE OF THE TOWER OF CO-OWNED STATION, WSPA, WYCW IS BROADCASTING THAT STATION'S PROGRAMMING ON ITS DIGITAL MULTICAST CHANNEL 62.2 AFTER DUE REVIEW OF INTERNAL STATION RECORDS AND DOCUMENTATION PROVIDED TO US BY PROGRAM SUPPLIERS, THE LICENSEE HEREBY CERTIFIES THAT THE STATION FULLY COMPLIED WITH THE FCC'S COMMERCIAL LIMITS IN CHILDREN'S PROGRAMS, AS SPECIFIED AT 47 C.F.R. SECTION 73.670, WITH RESPECT TO ALL PROGRAMS SPECIFICALLY DESIGNED FOR CHILDREN AGES TWELVE AND UNDER. IN ADDITION TO THE EDUCATIONAL OR INFORMATIONAL PROGRAMS LISTED IN THIS REPORT, THE STATION BROADCAST THE FOLLOWING PRORAMS SPECIFICALLY DESIGNED FOR CHILDREN AGES TWELVE AND UNDER THAT WERE NOT "EDUCATIONAL OR INFORMATIONAL" PROGRAMMING: NONE.

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

MEDIA GENERAL COMMUNICATIONS HOLDINGS,
LLC

Date

7/9/2010

FCC Form 398

March 2006