

# FCC 398 Children's Television Programming Report

Report covers information for the filing period ending 09/30/2008. Filion ID: 13/09/2008

Call Sign	Channel / Service	City	State	County / License	ZIP Code
<b>WBNG</b>	<b>12 (analog)</b> <b>7 (digital)</b>	<b>Binghamton</b>	<b>NY</b>	<b>Broome</b>	<b>13790</b>
Licensee Name					
<b>WBNG License, Inc.</b>					
Network Affiliation	Nickel-DMN	Licensee World Wide Web Home Page Address (if applicable)			
<b>CBS</b>	<b>Binghamton</b>	<b>www.wbng.com</b>			
Filing ID	Previous Call Sign (if applicable)	License Renewal Expiration Date			
<b>23337</b>		<b>2015-06-01</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. § 73.651(a). **3.00 hours**

3. (a) Does the Licensee provide information identifying the core programming on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. § 73.652? **Y**

(b) Identify publications that were sent information to:

**The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.**

4. Complete the following for each program that you broadcast during the past three months that meets the definition of Core Programming. Check appropriate boxes for each Core Program.

Title of Analog Core Program (1)	Origin	
<b>CARE BEARS: ADVENTURES IN CARE-A-LOT</b>	<b>NETWORK</b>	
Repetition (2)	Total Times Aired in Regularly Scheduled Time Slot	Number of Preschoolers (3)
<b>Sat. 10-10:30am through 9/6/08. Effective 9/14/08 Sun. 7:30-8am</b>	<b>13</b>	<b>0</b>
Length of Program (4)	Age of Target Audience (5)	Of Times Used As Required (6)
<b>30 minutes</b>	<b>5 years</b> <b>7 years</b>	<b>Y</b>

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

**Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. 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 Analog Core Program (2)	Origin
<b>STRAWBERRY SHORTCAKE</b>	<b>NETWORK</b>

Regular Schedule: Sat. 10:30-11am through 9/6/08. Effective 9/14/08 Sun. 7-7:30am 13 Total Times Aired at Regularly Scheduled Time Number of Preemptions 0

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

Description of educational and informational objectives 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 Ancillary Core Program: CAKE Origin: NETWORK

Regular Schedule: Sat. 11-11:30am through 8/23/08. Effective 9/13/08 Sat. 10-10:30am Total Times Aired at Regularly Scheduled Time: 11 Number of Preemptions: 2

Length of Program: 30 minutes Age of Target Audience: 8 years to 12 years E/I Symbol Used As Required: Y

Description of educational and informational objectives of the program and how it meets the definition of Core Programming:  
 CAKE is a live-action show-within a show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. 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.

Total Times Aired	Number of Preemptions for other than Breaking News	Number of Programs Rescheduled
13	2	2

Preemption #1  
 Date Preempted Episode # 8/30/08 If rescheduled, date and time reschedule 8/30/08, 7-7:30am Is the rescheduled date the actual airtel? Y  
 If rescheduled, will program and efforts be made to notify the public of earliest date and time? Y

Reason for Preemption: SPORTS  
 Preemption #2  
 Date Preempted Episode # 9/6/08 If rescheduled, date and time reschedule 9/6/08, 7-7:30am Is the rescheduled date the actual airtel? Y  
 If rescheduled, will program and efforts be made to notify the public of earliest date and time? Y  
 Reason for Preemption: SPORTS

Title of Analog Core Program #1

Origin

**HORSELAND**

**NETWORK**

Regular Schedule

Total Times Aired at Regularly Scheduled Time

Number of Pre-emptions

Sat. 11:30am-12pm through 8/23/08. Effective 9/13/08 Sat. 10:30-11am

11

2

Length of Program

Age of Target Audience

Is Special Use As Required

30 minutes

From 9 years

To 11 years

Y

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

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life lessons they need to learn as they grow and develop. 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.

Total Times Aired

Number of Preemptions (for other than Breaking News)

Number of Preemptions Rescheduled

13

2

2

Preemption #1

Date Preempted/Episode #

If rescheduled, date and time reschedule

Is the rescheduled date the second time?

8/30/08

8/30/08, 7:30-8am

Y

If rescheduled, were promotional efforts made to notify the public of reschedule date and time?

Y

Reason for Preemption

SPORTS

Preemption #2

Date Preempted/Episode #

If rescheduled, date and time reschedule

Is the rescheduled date the second time?

9/6/08

9/6/08, 7:30 8am

Y

If rescheduled, were promotional efforts made to notify the public of reschedule date and time?

Y

Reason for Preemption

SPORTS

Title of Analog Core Program #2

Origin

**SUSHI PACK**

**NETWORK**

Regular Schedule

Total Times Aired at Regularly Scheduled Time

Number of Pre-emptions

Sun. 7-7:30am Through 9/7/08. Effective 9/13/08 Sat. 11:30am-12pm

13

0

Length of Program

Age of Target Audience

Is Special Use As Required

30 minutes

From 9 years

To 11 years

Y

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

SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The

program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. 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 Series, Core Program, etc.	Origin	
<b>DINO SQUAD</b>	<b>NETWORK</b>	
Key for Schedule	Total Times Aired at Reported Schedule Time	Number of Broadcasts
<b>Sun. 7:30-8am through 9/7/08. Effective 9/13/08 Sat. 11-11:30am</b>	<b>13</b>	<b>0</b>
Length of Program	Age of Target Audience	
<b>30 minutes</b>	From	To
	<b>9 years</b>	<b>11 years</b>
		<b>Y</b>

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

DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. 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.

### Non-Core Educational and Informational Programming

5. Complete the following for each program that 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. §20.671. Complete each educational and informational purpose.

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

### Sponsored Core Programming

6. List Core Programs if any, aired by stations during the past three months that are sponsored by the licensee and that meet the criteria set forth in 47 C.F.R. §20.671. A "Y" indicates whether the content of such Core Programs is broadcast by another station licensed.

*[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: **3.00 hours**
- (b) Has the licensee broadcast on its main or alternate program stream Children's Core Programming just days or more frequently? **Y**
- 8. If "Y" to 7(b), the licensee certifies that the core programming and all other program information are filed with respect to digital broadcast as required with respect to its main digital program stream. **Y**
- If "None Required," submit an affidavit statement of explanation. *[None Required]*
- 9. (a) State the average number of hours per week of free over-the-air digital video programming broadcast to the station on other than its main program stream: **0.00 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. §20.671. **0.00 hours**
- 10. (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. §20.673? **Y**
- (b) Has the licensee provided additional information as required by 47 C.F.R. §20.673? **Y**

The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, including an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Services, and Kidsnet Media Guide and News.

10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete each table for each Core Program.

Title of Digital Core Program	Origin	
<b>CARE BEARS: ADVENTURES IN CARE-A-IOT</b>	<b>NETWORK</b>	
Regularity Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sat. 10-10:30am through 9/6/08. Effective 9/14/08 Sun. 7:30-8am	13	0
Length of Program	Age of Target Audience	EE Number Used As Required
30 minutes	From 5 years To 7 years	Y

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

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. 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	Origin	
<b>STRAWBERRY SHORTCAKE</b>	<b>NETWORK</b>	
Regularity Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sat. 10:30-11am through 9/6/08. Effective 9/14/08 Sun. 7-7:30am	13	0
Length of Program	Age of Target Audience	EE Number Used As Required
30 minutes	From 3 years To 6 years	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	Origin	
<b>CAKE</b>	<b>NETWORK</b>	
Regularity Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
Sat. 11-11:30am through 8/23/08. Effective 9/13/08 Sat. 10-10:30am	11	2
Length of Program	Age of Target Audience	EE Number Used As Required
30 minutes	From 8 years To 12 years	Y

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

**CAKE is a live-action show-within-a-show about a teenage girl by the name of Caka, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. 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.**

Date Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	2	2
Description #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	If not rescheduled date the second home?
8/30/08	8/30/08, 7-7:30am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		
Reason for Preemption		Y
Description #2		
Date Preempted/Episode #	If rescheduled, date and time reschedule	If not rescheduled date the second home?
9/6/08	9/6/08, 7-7:30am	Y
If rescheduled, were promotional efforts made to notify the public of rescheduled date and time?		
Reason for Preemption		Y

Title of Digital Core Program #1

**HORSELAND**

Channel

**NETWORK**

Regular Schedule

**Sat. 11:30am-12pm through 8/23/08. Effective 9/13/08 Sat. 10:30-11am**

Total Times Aired as Regularly Scheduled

**11**

Number of Preemptions

**2**

Length of Program

**30 minutes**

Age of Target Audience

**9 years to 11 years**

Is Not Used As Required

**Y**

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

**HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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.**

Date Times Aired	Number of Preemptions for other than Breaking News	Number of Preemptions Rescheduled
13	2	2
Description #1		
Date Preempted/Episode #	If rescheduled, date and time reschedule	If not rescheduled date the second home?
8/30/08	8/30/08, 7:30-8am	Y

If not broadcast, were promotional efforts made to notify the public of broadcast date and time? Y

Reason for Preemption: **SPORTS**

Duration: \_\_\_\_\_

Date Broadcast/Preempted: **9/6/08** Broadcast date, date and time reschedule: **9/6/08, 7:30-8am** Broadcast date (the second time): Y

If not broadcast, were promotional efforts made to notify the public of reschedule date and time? Y

Reason for Preemption: **SPORTS**

Title of Designated Core Program: **SUSHI PACK** (Title)

Regulate Schedule: **Sun. 7-7:30am through 9/7/08. Effective 9/13/08 Sat. 11:30am-12pm** (Regulate Schedule)

Total Time Aired at Reported Schedule: **13** (Total Time Aired at Reported Schedule)

Number of Pre-emptions: **0** (Number of Pre-emptions)

Length of Program: **30 minutes** (Length of Program)

Age of Target Audience: **9 years 11 years** (Age of Target Audience)

CR Symbol Used As Required: **Y** (CR Symbol Used As Required)

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

**SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem-solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. 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 Designated Core Program: **DINO SQUAD** (Title)

Regulate Schedule: **Sun. 7:30-8am through 9/7/08. Effective 9/13/08 Sat. 11-11:30am** (Regulate Schedule)

Total Time Aired at Reported Schedule: **13** (Total Time Aired at Reported Schedule)

Number of Pre-emptions: **0** (Number of Pre-emptions)

Length of Program: **30 minutes** (Length of Program)

Age of Target Audience: **9 years 11 years** (Age of Target Audience)

CR Symbol Used As Required: **Y** (CR Symbol Used As Required)

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

**DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. 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. (a) Does the licensee certify that a least 75% of the Core Programming contained herein is being transmitted in a digital format and that the main program stream does not consist of program episodes but had already aired within the previous 12-month period on the station's main program stream (in a studio or in the field) free digital programming? Y

10) If No, submit an Exhibit A Statement of Exemption detailing both the number of repeats in excess of the repeat limit and the times and dates the repeats involved were aired. (None Required)

### Non-Core Educational and Informational Programming

12) Complete the following for each program that you aired during the past 12 months that is specifically designed to meet the educational and informational needs of children ages 13 and under, but that does not meet one or more elements of the definition of Core Programming as set forth in 47 C.F.R. §73.1271. Complete one line below for each audience, such educational and informational program.  
 (If there are no digital non-core program reports.)

### Sponsored Core Programming

13) List any programs that are sponsored by other stations that are sponsored by the Licensee and that meet the criteria set forth in 47 C.F.R. §73.1271. Also indicate whether the amount of total Core Programming broadcast is 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 each below for each Core program. Identify or identify if it is to be broadcast on the station's analog or digital channel or both channels.

File of Planned Core Program #1	Origin	Age of Target Audience	
<b>CAKE</b>	<b>NETWORK</b>	From	To
Regular Schedule	Total Times to be Aired		
<b>Sat. 10-10:30am</b>	<b>13</b>		
Length of Program			
<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

CAKE is a live-action show-within-a-show about a teenage girl by the name of Cake, who, with the help of three friends, produces a cable access show. The series is designed to provide the viewers with two integrated levels of educational and informational experiences. On one level, each episode provides actual instruction regarding specific activities, with hands-on examples related to the design and use of various fabrics, the making of clothes, the crafting of useful home, school, play, and household items, and other forms of creative expression. The other level in the episode provides an opportunity for the viewers to learn about social and emotional themes such as the value of honesty, the importance of personal worth and self-esteem, the meaning of friendship, the value of having a healthy life-style, and other prosocial concepts that are developmentally appropriate for this age-group. 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.

File of Planned Core Program #2	Origin	Age of Target Audience	
<b>HORSELAND</b>	<b>NETWORK</b>	From	To
Regular Schedule	Total Times to be Aired		
<b>Sat. 10:30-11am</b>	<b>13</b>		
Length of Program			
<b>30 minutes</b>	<b>9 years</b>	<b>11 years</b>	

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

HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main

characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 #2

Origin

**DINO SQUAD**

**NETWORK**

Regular Schedule

Total Hours to be Aired

**Sat. 11-11:30am**

**13**

Length of Program

Age of Target Audience

**30 minutes**

From

To

**9 years**

**11 years**

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

**DINO SQUAD is an animated program focusing on a group of five ordinary, but diverse teenagers, who, through an unusual accident, become contaminated with a substance that allows them to morph from humans into various species of dinosaurs. Their science teacher, with full knowledge of their parents and with a few special abilities of her own, becomes their mentor. Her tasks are to help them maneuver through the experiences of the high school years, with its social, emotional, educational, recreational, and teenage angst, and to guide them as they stand up for justice against the forces of evil. Each episode draws on a set of planned educational and informational themes related to specific pro-social concepts, life-lessons, and/or selected groups of facts drawn from a variety of fields of study. 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 #3

Origin

**SUSHI PACK**

**NETWORK**

Regular Schedule

Total Hours to be Aired

**Sat. 11:30am-12pm**

**13**

Length of Program

Age of Target Audience

**30 minutes**

From

To

**9 years**

**11 years**

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

**SUSHI PACK is an animated series featuring an unlikely group of superheroes consisting of four small pieces of Sushi, and a tube of mustard. Through an accident involving an irradiation process, these characters are brought to life, and dedicate themselves to fighting crime, injustice, and helping those in need. The themes integrated into the episodes of SUSHI PACK are associated with the teaching of certain positive social behaviors and skills to children. The major educational objectives of the program are to have young viewers learn some important life-lessons related to such traits as loyalty, honesty, and self-confidence, and such behaviors as teamwork problem solving and cooperation. The program seeks to help children understand that these are every day pro-social attitudes and behaviors that can be modeled and used by them at home and among their friends. 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 #4

Origin

**STRAWBERRY SHORTCAKE**

**NETWORK**

Regular Schedule

Total Hours to be Aired

**Sun. 7-7:30am**

**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 Free Program

Origin

CARE BEARS: ADVENTURES IN CARE-A-LOT

NETWORK

Regular Schedule

Total Hours to be Aired

Sun. 7:30-8am

13

Length of Program

Age of Target Audience

30 minutes

From

To

5 years

7 years

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

Care Bears are a group of funny, colorful bears, each with a special way of caring and a belly badge, which unleashes that bear's special caring power. The bears use their caring hearts and their belly badges to help each other and to thwart the evil plots of Grizzle, a bad bear with his own flying lair. Each Care Bears episode is designed to foster children's "emotional intelligence," defined by psychologist Daniel Goleman and other researchers as skill in five areas: knowing one's emotions; managing one's emotions; motivating oneself; recognizing emotions in others; and handling relationships. 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 educational and informational nature of the station's Children's Television Programming Reports (398) as required by 47 C.F.R. § 1.1206(c)(1)(ii)?

Y

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

Name

Telephone Number

Bob Krummenacker

607-729-8812

Address

E-mail Address

560 Columbia Dr.

krummenacker@wbngtv.com

City

State

ZIP Code

Johnson City

NY

13790

17. Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act for use by the agency for supplemental information. This may include information on any other non-core educational and informational programming that you need this quarter or plan to air during the next quarter, or any ongoing or proposed non-core educational programming that will enhance the educational and informational value of your programming for children. See 47 C.F.R. §§ 1.1201, 1.1202, 1.1203, and 1.1204.

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) AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct in the best of my knowledge and belief and are made of my own free will.

Name of Licensee

Signature

WBNG License, Inc.

Date

10/09/2008