

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: 03/31/2008

Call Sign Channel Numbers Community of License
 WMYO 58 (analog) City State County ZIP Code
 51 (digital) Salem IN Washington 47167
 Licensee Name
 Independence Television Company
 Network Affiliation Nielsen DMA Licensee World Wide Web Home Page Address (if applicable)
 Network Louisville www.wmyo.com
 MY Network
 Facility ID Previous Call Sign (if applicable) License Renewal Expiration Date
 34167 WFTE 08/01/2005

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). 4.0 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).

Louisville Courier Journal TV Guide

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	Origination	
Wild America	SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SA @ 7:30am 13		0
Length of Program	Age of Target Audience	E/I Symbol
30 minutes	From To	Used As
	13 years 16 years	Required
		Y

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

This program's objective helps children achieve a greater understanding of nature and specific animal species. Through this understanding, children will gain a better relationship to the natural environment in North America and learn to protect its natural species.

Title of Analog Core Program #2	Origination	
Kid Guides	SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions
SA @ 8:30am 13		0
Length of Program	Age of Target Audience	E/I Symbol
		Used As

30 minutes	From 13 years	To 16 years	Required Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
A series "for" kids "by" kids. This action packed series takes kids behind the scenes of some of the top zoo, aquariums, museums, and other destinations in the world. Travel the world with our Kid Guides as they feed giraffes, swim with sharks, learn how to be a dolphin trainer and much more. Educational features throughout the show include The Book Corner and Explorer's Corner.			
Title of Analog Core Program #3	Origination		
Whaddyado?	SYNDICATED		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SU @ 8:30am 13		0	
Length of Program	Age of Target Audience		E/I Symbol
	From	To	Used As
30 minutes	13 years	16 years	Required Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
(What Do You Do?) is an educational series which chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, the program will skillfully document the event, interview the participants, and talk to various experts, who will explain what the proper reaction should be when faced with life-threatening circumstances such as coming to the aid of someone who is choking.			
Title of Analog Core Program #4	Origination		
Animal Rescue	SYNDICATED		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SU @ 9:00am 13		0	
Length of Program	Age of Target Audience		E/I Symbol
	From	To	Used As
30 minutes	13 years	16 years	Required Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
This program educates young viewers about animals and their habits, developments, and behaviors. The program also promotes awareness of important environmental issues along with how to properly care for our pets.			
Title of Analog Core Program #5	Origination		
Beakman's World	SYNDICATED		
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
SU @ 10:00am 13		0	
Length of Program	Age of Target Audience		E/I Symbol
	From	To	Used As
30 minutes	13 years	16 years	Required Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Based on the Universal Press Syndicate comic feature "You Can With Beakman & Jax" by Jok Church, the series starred Paul Zaloom as Professor Beakman, an eccentric scientist who was joined in his laboratory by a handful of friends who would help with science experiments.			
Title of Analog Core Program #6	Origination		
Awesome Adventures	SYNDICATED		

Regular Schedule Total Times Aired at Regularly Scheduled Time Number of Pre-emptions
 SA @ 7:00am 13 0

Length of Program	Age of Target Audience	E/I Symbol
	From To	Used As
30 minutes	13 years 16 years	Required
		Y

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

Awesome Adventures is an award winning weekly syndicated series that takes kids on incredible journeys all over the world. The destinations and activities are diverse, from snowboarding down the Alps in Switzerland, to visiting the rain forest in Costa Rica. The goal is to make the series truly educational, entertaining and family friendly.

Title of Analog Core Program #7	Origination
Dog Tales	SYNDICATED

Regular Schedule Total Times Aired at Regularly Scheduled Time Number of Pre-emptions
 SU @ 9:30am 13 0

Length of Program	Age of Target Audience	E/I Symbol
	From To	Used As
30 minutes	13 years 16 years	Required
		Y

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

Dog Tales showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care.

Title of Analog Core Program #8	Origination
Into The Wild	SYNDICATED

Regular Schedule Total Times Aired at Regularly Scheduled Time Number of Pre-emptions
 SA @ 8:00am 13 0

Length of Program	Age of Target Audience	E/I Symbol
	From To	Used As
30 minutes	13 years 16 years	Required
		Y

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

Jack Hanna brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of this program.

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. 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. 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).
Louisville Courier Journal TV Guide
- 10. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.
[There are no digital core program reports.]
- 11. 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.
[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		Origination	
Awesome Adventures		SYNDICATED	
Regular Schedule		Total Times to be Aired	
SA @ 7:00am		13	
Length of Program			Age of Target Audience

30 minutes From 13 years To 16 years

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

Awesome Adventures is an award winning weekly syndicated series that takes kids on incredible journeys all over the world. The destinations and activities are diverse, from snowboarding down the Alps in Switzerland, to visiting the rain forest in Costa Rica. The goal is to make the series truly educational, entertaining and family friendly.

Title of Planned Core Program #2 Origination

Wild America SYNDICATED

Regular Schedule Total Times to be Aired

SA @ 7:30am 13

Length of Program Age of Target Audience

30 minutes From 13 years To 16 years

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

This program's objective helps children achieve a greater understanding of nature and specific animal species. Through this understanding, children will gain a better relationship to the natural environment in North America and learn to protect its natural species.

Title of Planned Core Program #3 Origination

Into The Wild SYNDICATED

Regular Schedule Total Times to be Aired

SA @ 8:00am 13

Length of Program Age of Target Audience

30 minutes From 13 years To 16 years

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

Jack Hanna brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of this program.

Title of Planned Core Program #4 Origination

Kid Guides SYNDICATED

Regular Schedule Total Times to be Aired

SA @ 8:30am 13

Length of Program Age of Target Audience

30 minutes From 13 years To 16 years

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

A series "for" kids "by" kids. This action packed series takes kids behind the scenes of some of the top zoo, aquariums, museums, and other destinations in the world. Travel the world with our Kid Guides as they feed giraffes, swim with sharks, learn how to be a dolphin trainer and much more. Educational features throughout the show include The Book Corner and Explorer's Corner.

Title of Planned Core Program #5 Origination

Whaddyado? SYNDICATED

Regular Schedule Total Times to be Aired

SU @ 8:30am 13

Length of Program Age of Target Audience

30 minutes From 13 years To 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming
 (What Do You Do?) is an educational series which chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, the program will skillfully document the event, interview the participants, and talk to various experts, who will explain what the proper reaction should be when faced with life-threatening circumstances such as coming to the aid of someone who is choking.

Title of Planned Core Program #6 Origination
 Animal Rescue SYNDICATED
 Regular Schedule Total Times to be Aired
 SU @ 9:00am 13

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

Describe the educational and informational objective of the program and how it meets the definition of Core Programming
 This program educates young viewers about animals and their habits, developments, and behaviors. The program also promotes awareness of important environmental issues along with how to properly care for our pets.

Title of Planned Core Program #7 Origination
 Dog Tales SYNDICATED
 Regular Schedule Total Times to be Aired
 SU @ 9:30am 13

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

Describe the educational and informational objective of the program and how it meets the definition of Core Programming
 Dog Tales showcases dogs and dog lovers of all types, providing valuable information about canine health, training, grooming and overall dog care.

Title of Planned Core Program #8 Origination
 Beakman's World SYNDICATED
 Regular Schedule Total Times to be Aired
 SU @ 10:00am 13

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

Describe the educational and informational objective of the program and how it meets the definition of Core Programming
 Based on the Universal Press Syndicate comic feature "You Can With Beakman & Jax" by Jok Church, the series starred Paul Zaloom as Professor Beakman, an eccentric scientist who was joined in his laboratory by a handful of friends who would help with science experiments.

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
Harry Beam	502-584-6441
Address	E-mail Address

