



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002209260** | File Number: **CPR-136815** | Submit Date: **01/08/2013** | Call Sign: **WVTV** | Facility ID: **74174** | City: **MILWAUKEE** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/08/2013** | Filing Status: **Active**

Report reflects information for : **Fourth Quarter of 2012**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.CW18Milwaukee.con

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
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	0.0
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. Section 73.671:	0.0
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. Section 73.673?	Yes
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 Yes No 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?	No

Digital Core
Programs(7)

Digital Core Program (1 of 7)		Response
Program Title	Rescue Heroes	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday's 7 a.m. - 7:30 a.m. and 7:30 a.m. - 8 a.m., 10/6/12- 12/29/12	
Total times aired at regularly scheduled time	26	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	6 years to 11 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rescue Heroes are called into action each week to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Social and emotional character stories are embedded in the adventure using action and humor to convey message of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips and information relating to the educational message portrayed in the story.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (2 of 7)		Response
Program Title	Eco Company	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Wednesday's 7:00 a.m. - 7:30 a.m. 10/3/12- 12/26/12	

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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 is hosted by teens and used peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)		Response
Program Title		Dog Tales
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tuesday's 7:00 a.m. - 7:30 a.m. 10/2/12- 12/25/12
Total times aired at regularly scheduled time		13
Total times aired		

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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 is about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. The program also features several dog experts, explaining the various dog needs health, nutrition, safety, care, etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 7)		Response
Program Title		Dragonfly TV
Origination		Syndicated
Days/Times Program Regularly Scheduled		Thursday's 7:00 a.m. - 7:30 a.m. 10/4/12- 12/27/12
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		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 features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Friday's 7:00 a.m. - 7:30 a.m. 10/5/12-12/28/12
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		"Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (6 of 7)		Response
Program Title		Think Big
Origination		Syndicated

Days/Times Program Regularly Scheduled	Monday's 7:00 a.m. - 7:30 a.m. 10/1/12-12/31/12
Total times aired at regularly scheduled time	14
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, tow teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)		Response
Program Title		On the Spot
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday's 3:00 p.m. - 3:30 p.m. 10/6/12-12/29/12
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	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 is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core
Educational and
Informational
Programming (0)

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
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. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	David Ford
Address	4041 North 35th Street
City	Milwaukee
State	WI
Zip	53216
Telephone Number	414-442-4050
Email Address	

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 noncore 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. Section 73.671, NOTES 2 and 3.	<p>During this quarter, WVTV aired 302 public service announcements covering a variety of topics affecting families and children. (Additional materials enclosed in the station's public file) "MKE CARES" ANNOUNCEMENTS WVTV produces public service announcements entitled "MKE Cares" which air several times a day. Local non-profit organizations utilize this community service project to promote their community programs and activities for families and children. (Additional materials enclosed in the station's public file) "BRAIN BREAK" CHILDREN'S PUBLIC SERVICE ANNOUNCEMENTS WVTV locally produces educational based public service announcements, entitled "Brain Break," which air several times a day during children's educational/informational programming. The "Brain Break" topics covered during this quarter include: trees, shoes, planets, pizza, pets, fruit, farms, cars, airplanes, snowboarding, sharks, The Olympics, milk, the human body, dinosaurs, deer, insects and badgers (Additional materials enclosed in the station's public file) AMBER ALERT WVTV continues to participate in the Wisconsin Amber Alert Plan. At present, the Amber Alert System for Broadcast Distribution is only activated for children abducted in Wisconsin. The bulletin is distributed to us through the Emergency Alert System (EAS) by state law enforcement. The alert follows the following criteria: the child must be 17 years or younger; the child must be in danger of serious bodily harm or death; the initiating law enforcement agency must have enough descriptive information about the child, the suspect(s), and/or suspect vehicle(s), to believe an immediate broadcast will help locate the child. RONALD MCDONALD HOUSE CHARITITIES OF EASTERN WISCONSIN WVTV donated four Milwaukee Bucks tickets at a \$564 value to the silent auction at "An Enchanted Evening" Black Tie Gala to support Ronald McDonald House families. Since 1884, the Ronald McDonald House has been a home away from home for over 33, 000 families. Physically, financially and emotionally stressed, the families find themselves on the front steps of a House built with love and filled with hope. Every family who comes through the front door of Ronald McDonald House brings with them caring memories of those who supported them through the most difficult times of their lives. (Additional materials enclosed in the station's public file) MILWAUKEE COUNTY TRANSIT EMPLOYEES FOR FEEDING AMERICA WVTV donated two Milwaukee Bucks tickets at a \$282 value to the Milwaukee County Transit Employees, Women's Holiday Party to raise money for Feeding America. Feeding America's mission is to feed America's hungry children and families through a nationwide network of member food banks and engage our country in the fight to end hunger. (Additional materials enclosed in the station's public file) MI COMMIDAD HISPANIC CHAMBER OF COMMERCE OF WISCONSIN WVTV ran 54 commercials, free of charge, for the promotion of the Mi Comunidad Award which generated additional awareness for the HCCW Annual Gala as well as brought in six (6) solid nominations for the award. WVTV also provided web banners with a link to the "Mi Comunidad" site and a web page where the nominations could be made. This total contribution is valued at \$6,500.00. The purpose of this award is to recognize an unsung hero in Milwaukee's Hispanic community. With the help of the Hispanic Chamber of Commerce of Wisconsin, we are pleased to bring you the Mi Comunidad award once again in 2012. The 2012 Mi Comunidad award will be presented to this year's recipient at the HCCW Annual Gala, billed as the Hispanic Social Event of the Year, on January 19, 2013. The Hispanic Chamber of Commerce of Wisconsin (HCCW) was incorporated in 1972 as a non-profit business organization. The HCCW creates, expands and diversifies small and Hispanic-owned businesses in Wisconsin with a strong focus in the Milwaukee Metro area. The HCCW provides educational and technical resources, fos</p>
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Other Matters (7)

Other Matters (1 of 7)	Response
Program Title	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's 7 a.m. - 7:30 a.m. and 7:30 a.m. - 8:00 a.m. (1/5/2013-3/30/13)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rescue Heroes are called into action each week to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Social and emotional character stories are embedded in the adventure using action and humor to convey message of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips and information relating to the educational message portrayed in the story.

Other Matters (2 of 7)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday's, 7:00 a.m. - 7:30 a.m. (1/2/13 - 3/27/13)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience 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 is hosted by teens and used peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them

Other Matters (3 of 7)	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday's, 7:00 a.m. - 7:30 a.m. (1/1/13 - 3/26/13)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience 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 is about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. The program also features several dog experts, explaining the various dog needs health, nutrition, safety, care, etc.

Other Matters (4 of 7)	Response
Program Title	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday's, 7:00 a.m. - 7:30 a.m. (1/3/13 - 3/28/13)
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Other Matters (5 of 7)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday's, 7:00 a.m. - 7:30 a.m. (1/4/13 - 3/29/13)
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"
Other Matters (6 of 7)	
Program Title	Think Big
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday's, 7:00 a.m. - 7:30 a.m. (1/7/13 - 3/25/13)
Total times aired at regularly scheduled time	12
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, tow teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork.
Other Matters (7 of 7)	
Program Title	On the Spot
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's 3:00 p.m. - 3:30 p.m. (1/5/13 - 3/30/13)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience 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 is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>David Ford</p>

Attachments

No Attachments.