



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0019682483** | File Number: **CPR-144425** | Submit Date: **07/10/2013** | Call Sign: **WMLW-TV** | Facility ID: **68545** |

City: **RACINE** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

07/10/2013 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2013**

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	Independent
	Affiliated network	
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.wmlw.com

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	3.0
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	504.0
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:	10.0
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?	Yes

Digital Core
Programs(27)

Digital Core Program (1 of 27)	Response
Program Title	GREEN SCREEN ADVENTURES 49.1
Origination	Local
Days/Times Program Regularly Scheduled	SAT,7-7:30AM
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	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 27)	Response
Program Title	SET FOR LIFE 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8AM
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 high energy, high impact series is designed to inspire and introduce teenagers to the importance of higher education. Teens will see firsthand the diverse and exciting dynamics that college life offers, while learning the different paths college students can take to complete their degree.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 27)		Response
Program Title		MYSTERY HUNTERS 49.1
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT,8-8:30A
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.		Two intrepid young reporters, with the help of a skeptical magician and scientist, set out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the Mystery Hunters use science and reasoning to try to uncover the truth. But they remain open to the unknown, to the things science can't yet explain.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (4 of 27)		Response
Program Title		JACK HANNA'S INTO THE WILD 49.1
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT,8:30-9A
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.	Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 27)	Response
Program Title	ANIMAL ATLAS 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 27)	Response
Program Title	SPORTS STARS OF TOMORROW 49.1
Origination	Syndicated

Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	A weekly tv magazine with the purpose of presenting to teenage viewers a look at the inspirational stories and achievements of their contemporaries who are or have excelled in sports and life through hard work and focused dedication. These role model situations are presented through a variety of approaches.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 27)		Response
Program Title		REAL LIFE 101 49.2
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT,9-9:30A
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.	HAVE YOU EVER WONDERED WHAT YOU MIGHT WANT TO DO FOR THE REST OF YOUR LIFE? HAVE YOU THOUGHT ABOUT YOUR "DREAM JOB"? DO YOU HAVE ANY IDEA WHAT IT TAKES TO GET THERE? ARE YOU HEADED IN THE RIGHT DIRECTION? Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, Lipizzaner stallion trainers and special effects wizards, Real Life 101 takes you "on the job" so you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed! Join hosts Jillian, Shawn and Gracey every week as they explore new professions in the exciting world of work. It's a half-hour of thought-provoking, eye-opening fun and entertainment!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 27)	Response
Program Title	ULTIMATE CHOICE 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	The program follows eight young adults through a carefully orchestrated extreme adventure in the deserts and mountains of Arizona and New Mexico. During their time, the group lives its adventure 24 hours a day, saying goodbye to their normal lives and hello to an experience they will never forget. Every episode presents a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. These experiences then help each cast member develop his or her own individual conviction about each of the moral issues. Additionally, the show maximizes excitement and spontaneity. Therefore, the only rule for ULTIMATE CHOICE is that there are no rules. The possibilities are endless as each day also includes other outrageous games, challenges, and surprising twists...all for the sake of variety and good television.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 27)	Response
Program Title	ANIMAL ATLAS 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10-10:30A
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 27)	Response
Program Title	SAFARI TRACKS 49.2

Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10:30-11A
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.	SAFARI TRACKS IS A PROGRAM WITH CONTENT GROUNDED IN THE NATURAL WORLD AND DELIVERED USING AN APPROACH THAT, WHILE ENTERTAINING TO A YOUNG AUDIENCE, HIGHLIGHTS THE INFORMATIONAL AND EDUCATIONAL ASPECTS OF THE ANIMAL KINGDOM IN THE GIVEN ENVIRONMENT OF AFRICA.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 27)		Response
Program Title		TEEN KIDS NEWS 49.2
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUN,9-9:30A
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.	"Many of the goals for students in the intermediate and upper grades are underpinnings for this series of weekly programs broadcast throughout the year. The programs deliver content as an entertaining, humorous and fascinating look at current events and other "news stories" of interest to students of this age group. TEEN KIDS NEWS is a fast paced program in the 13 - 16 year old FCC children's programming category composed of shorter segments that "fit" the visual learning style of today's students and is composed of many segments that vary from program to program and year to year."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 27)	Response
Program Title	TEEN KIDS NEWS 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,9:30-10A
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.	"Many of the goals for students in the intermediate and upper grades are underpinnings for this series of weekly programs broadcast throughout the year. The programs deliver content as an entertaining, humorous and fascinating look at current events and other "news stories" of interest to students of this age group. TEEN KIDS NEWS is a fast paced program in the 13 - 16 year old FCC children's programming category composed of shorter segments that "fit" the visual learning style of today's students and is composed of many segments that vary from program to program and year to year."

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (13 of 27)	Response
Program Title	TEEN KIDS NEWS 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,8:30-9A *OTO*
Total times aired at regularly scheduled time	1
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.	"Many of the goals for students in the intermediate and upper grades are underpinnings for this series of weekly programs broadcast throughout the year. The programs deliver content as an entertaining, humorous and fascinating look at current events and other "news stories" of interest to students of this age group. TEEN KIDS NEWS is a fast paced program in the 13 - 16 year old FCC children's programming category composed of shorter segments that "fit" the visual learning style of today's students and is composed of many segments that vary from program to program and year to year."
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 27)	Response
Program Title	RAGGS 49.4

Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7-7:30A
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	2 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH HALF HOUR SHOW FOCUSES ON A PRESCHOOL THEME, WHICH IS PLAYED OUT IN LIVE STORIES, MUSIC VIDEOS, CONCERTS, CARTOONS, AND INTERVIEWS WITH REAL KIDS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 27)	Response
Program Title	JAY JAY THE JET PLANE 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8A
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	5 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	JAY JAY CENTERS AROUND THE ADVENTURES OF THE 6-YEAR OLD JET PLANE AND HIS FRIENDS AS THEY DISCOVER THE WORLD AROUND THEM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 27)	Response
Program Title	JAY JAY THE JET PLANE 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
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	5 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	JAY JAY CENTERS AROUND THE ADVENTURES OF THE 6-YEAR OLD JET PLANE AND HIS FRIENDS AS THEY DISCOVER THE WORLD AROUND THEM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 27)		Response
Program Title		LAZYTOWN 49.4
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT,8:30-9A
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		2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (18 of 27)		Response
Program Title		RAGGS 49.4
Origination		Syndicated
Days/Times Program Regularly Scheduled		SUN,7-7:30A
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	2 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH HALF HOUR SHOW FOCUSES ON A PRESCHOOL THEME, WHICH IS PLAYED OUT IN LIVE STORIES, MUSIC VIDEOS, CONCERTS, CARTOONS, AND INTERVIEWS WITH REAL KIDS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 27)	Response
Program Title	RAGGS 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,7:30-8A
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	2 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH HALF HOUR SHOW FOCUSES ON A PRESCHOOL THEME, WHICH IS PLAYED OUT IN LIVE STORIES, MUSIC VIDEOS, CONCERTS, CARTOONS, AND INTERVIEWS WITH REAL KIDS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 27)	Response
Program Title	NOODLE AND DOODLE 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,8-8:30A
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FOCUSES ON PRE-SCHOOL FRIENDLY FAMILY ACTIVITIES SUCH AS CRAFTS AND COOKING.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (21 of 27)	Response
Program Title	LAZYTOWN 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,8:30-9A
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (22 of 27)	Response
Program Title	SO YOU WANT TO BE (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A *AS OF 6.1.13
Total times aired at regularly scheduled time	5
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.	SO YOU WANT TO BE features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (23 of 27)	Response
Program Title	SO YOU WANT TO BE - II (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A *AS OF 6.1.13
Total times aired at regularly scheduled time	5
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.	SO YOU WANT TO BE features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (24 of 27)	Response
Program Title	TOMORROW TODAY (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10-10:30A *AS OF 6.1.13
Total times aired at regularly scheduled time	5
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.	TOMORROW TODAY features teens learning about the latest advances in science and technology.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (25 of 27)	Response
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Program Title	TOMORROW TODAY -II (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10:30-11A *AS OF 6.1.13
Total times aired at regularly scheduled time	5
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.	TOMORROW TODAY features teens learning about the latest advances in science and technology.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (26 of 27)	Response
Program Title	BETTER PLANET TV (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,11-11:30A *AS OF 6.1.13
Total times aired at regularly scheduled time	5
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.	BETTER PLANET TV features stories about helping the environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (27 of 27)	Response
Program Title	BETTER PLANET TV -II (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,11:30-12PM *AS OF 6.1.13
Total times aired at regularly scheduled time	5
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.	BETTER PLANET TV features stories about helping the environment.
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	CHRISTINE GROTELUESCHEN
Address	809 S. 60TH STREET
City	MILWAUKEE
State	WI
Zip	53214
Telephone Number	414-607-8120
Email Address	CGROTELUESCHEN@CBS58.COM
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.	MOVIES! PREMIERED ON WMLW-DT3 ON MAY 27, 2013

Other Matters (26)

Other Matters (1 of 26)	Response
Program Title	GREEN SCREEN ADVENTURES 49.1
Origination	Local
Days/Times Program Regularly Scheduled	SAT,7-7:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.

Other Matters (2 of 26)	Response
Program Title	SET FOR LIFE 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8A
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 high energy, high impact series is designed to inspire and introduce teenagers to the importance of higher education. Teens will see firsthand the diverse and exciting dynamics that college life offers, while learning the different paths college students can take to complete their degree.

Other Matters (3 of 26)	Response
Program Title	MYSTERY HUNTERS 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
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.	Two intrepid young reporters, with the help of a skeptical magician and scientist, set out to explore some of the world's greatest myths and mysteries. Combining on-site reporting and exciting adventures, the Mystery Hunters use science and reasoning to try to uncover the truth. But they remain open to the unknown, to the things science can't yet explain.

Other Matters (4 of 26)	Response
Program Title	JACK HANNA'S INTO THE WILD 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8:30-9A
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.	Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.

Other Matters (5 of 26)	Response
Program Title	ANIMAL ATLAS 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.

Other Matters (6 of 26)	Response
Program Title	SPORTS STARS OF TOMORROW 49.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	A weekly tv magazine with the purpose of presenting to teenage viewers a look at the inspirational stories and achievements of their contemporaries who are or have excelled in sports and life through hard work and focused dedication. These role model situations are presented through a variety of approaches.
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Other Matters (7 of 26)	Response
Program Title	REAL LIFE 101 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	HAVE YOU EVER WONDERED WHAT YOU MIGHT WANT TO DO FOR THE REST OF YOUR LIFE? HAVE YOU THOUGHT ABOUT YOUR "DREAM JOB"? DO YOU HAVE ANY IDEA WHAT IT TAKES TO GET THERE? ARE YOU HEADED IN THE RIGHT DIRECTION? Real Life 101 introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, Lipizzaner stallion trainers and special effects wizards, Real Life 101 takes you "on the job" so you can see for yourself why these professionals love what they do. Learn about jobs you might not know even existed! Join hosts Jillian, Shawn and Gracey every week as they explore new professions in the exciting world of work. It's a half-hour of thought-provoking, eye-opening fun and entertainment!

Other Matters (8 of 26)	Response
Program Title	ULTIMATE CHOICE 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	The program follows eight young adults through a carefully orchestrated extreme adventure in the deserts and mountains of Arizona and New Mexico. During their time, the group lives its adventure 24 hours a day, saying goodbye to their normal lives and hello to an experience they will never forget. Every episode presents a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. These experiences then help each cast member develop his or her own individual conviction about each of the moral issues. Additionally, the show maximizes excitement and spontaneity. Therefore, the only rule for ULTIMATE CHOICE is that there are no rules. The possibilities are endless as each day also includes other outrageous games, challenges, and surprising twists...all for the sake of variety and good television.
Other Matters (9 of 26)	
Program Title	ANIMAL ATLAS 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10-10:30A
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed
Other Matters (10 of 26)	
Program Title	SAFARI TRACKS 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10:30-11A
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.	SAFARI TRACKS IS A PROGRAM WITH CONTENT GROUNDED IN THE NATURAL WORLD AND DELIVERED USING AN APPROACH THAT, WHILE ENTERTAINING TO A YOUNG AUDIENCE, HIGHLIGHTS THE INFORMATIONAL AND EDUCATIONAL ASPECTS OF THE ANIMAL KINGDOM IN THE GIVEN ENVIRONMENT OF AFRICA.
Other Matters (11 of 26)	
Program Title	TEEN KIDS NEWS 49.2
Origination	Syndicated

Days/Times Program Regularly Scheduled	SUN,9-9:30A
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.	"Many of the goals for students in the intermediate and upper grades are underpinnings for this series of weekly programs broadcast throughout the year. The programs deliver content as an entertaining, humorous and fascinating look at current events and other "news stories" of interest to students of this age group. TEEN KIDS NEWS is a fast paced program in the 13 - 16 year old FCC children's programming category composed of shorter segments that "fit" the visual learning style of today's students and is composed of many segments that vary from program to program and year to year."

Other Matters (12 of 26)	Response
Program Title	TEEN KIDS NEWS 49.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,9:30-10A
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.	"Many of the goals for students in the intermediate and upper grades are underpinnings for this series of weekly programs broadcast throughout the year. The programs deliver content as an entertaining, humorous and fascinating look at current events and other "news stories" of interest to students of this age group. TEEN KIDS NEWS is a fast paced program in the 13 - 16 year old FCC children's programming category composed of shorter segments that "fit" the visual learning style of today's students and is composed of many segments that vary from program to program and year to year."

Other Matters (13 of 26)	Response
Program Title	RAGGS 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7-7:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	2 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH HALF HOUR SHOW FOCUSES ON A PRESCHOOL THEME, WHICH IS PLAYED OUT IN LIVE STORIES, MUSIC VIDEOS, CONCERTS, CARTOONS, AND INTERVIEWS WITH REAL KIDS.
Other Matters (14 of 26)	Response
Program Title	JAY JAY THE JET PLANE 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	JAY JAY CENTERS AROUND THE ADVENTURES OF THE 6-YEAR OLD JET PLANE AND HIS FRIENDS AS THEY DISCOVER THE WORLD AROUND THEM.
Other Matters (15 of 26)	Response
Program Title	JAY JAY THE JET PLANE 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	JAY JAY CENTERS AROUND THE ADVENTURES OF THE 6-YEAR OLD JET PLANE AND HIS FRIENDS AS THEY DISCOVER THE WORLD AROUND THEM.
Other Matters (16 of 26)	Response
Program Title	LAZYTOWN 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8:30-9A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.
Other Matters (17 of 26)	Response
Program Title	RAGGS 49.4

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,7-7:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH HALF HOUR SHOW FOCUSES ON A PRESCHOOL THEME, WHICH IS PLAYED OUT IN LIVE STORIES, MUSIC VIDEOS, CONCERTS, CARTOONS, AND INTERVIEWS WITH REAL KIDS.

Other Matters (18 of 26)	Response
Program Title	RAGGS 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,7:30-8A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	EACH HALF HOUR SHOW FOCUSES ON A PRESCHOOL THEME, WHICH IS PLAYED OUT IN LIVE STORIES, MUSIC VIDEOS, CONCERTS, CARTOONS, AND INTERVIEWS WITH REAL KIDS.

Other Matters (19 of 26)	Response
Program Title	NOODLE AND DOODLE 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,8-8:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FOCUSES ON PRE-SCHOOL FRIENDLY FAMILY ACTIVITIES SUCH AS CRAFTS AND COOKING.

Other Matters (20 of 26)	Response
Program Title	LAZYTOWN 49.4
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN,8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.
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Other Matters (21 of 26)	Response
Program Title	SO YOU WANT TO BE (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	SO YOU WANT TO BE features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world.

Other Matters (22 of 26)	Response
Program Title	SO YOU WANT TO BE-II (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	SO YOU WANT TO BE features teens learning about a wide variety of jobs and career paths as well as what it takes to get ahead in the working world.

Other Matters (23 of 26)	Response
Program Title	TOMORROW TODAY (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10-10:30A
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.	TOMORROW TODAY features teens learning about the latest advances in science and technology.

Other Matters (24 of 26)	Response
Program Title	TOMORROW TODAY -II (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,10:30-11A
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.	TOMORROW TODAY features teens learning about the latest advances in science and technology.

Other Matters (25 of 26)	Response
Program Title	BETTER PLANET TV (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,11-11:30A
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.	FEATURES STORIES ABOUT HELPING THE ENVIRONMENT.

Other Matters (26 of 26)	Response
Program Title	BETTER PLANET TV-II (49.3)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,11:30-12P
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.	FEATURES STORIES ABOUT HELPING THE ENVIRONMENT.

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>TV49, INC.</p>

Attachments

No Attachments.