



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022021620** | File Number: **CPR-131095** | Submit Date: **07/05/2012** | Call Sign: **WBUW** | Facility ID: **26025** | City:
JANESVILLE | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/05/2012 | Filing Status: **Active**

Report reflects information for : **Second 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	Madison
	Web Home Page Address	www.madisonscw.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	5.0
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?	Yes

Digital Core
Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00am - 7:30am, 7:30am - 8:00am
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.	The Cubix series centers around a 13 year old boy, his robot Cubix and members of a special club know as Botties. In each episode, Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving. Each member faces life scenarios that commonly affect children today, such as felling sad and alone, insecure and vulnerable, fear of failure and overcoming uncertainties and phobias. The series was produced with the primary purpose of education and informing children ages 6 - 11 through entertaining and engaging programming. The character, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls. The show teaches children to think and act independently, especially when the right thing to do is not the popular thing to do. Help viewers recognize conflict and identify resolutions. Emphasize confidence in oneself and trust ones instincts. Encourage views to persevere and never give up. Demonstrate verbal and nonverbal communication. Demonstrate the value of teamwork. Also to help viewers see that they must take responsibility for their own behavior, words and actions. Demonstrate the importance of virtues: Honesty, perseverance and patience.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 8)		Response
Program Title	The Real Winning Edge	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sunday, 10:00am - 10:30am	
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	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Real Winning Edge highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 8)		Response
Program Title	Eco Company	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sunday, 10:30am - 11:00am	
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.	Jordan Fowler, Jessica Mann, Adam Courtin, and Brendan Young -- profile individuals and organizations committed to environmental issues. They also report on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology and offer advice on how to be more eco-wise while performing daily activities. The show also includes "eco bytes" (bits of trivia related to environmental issues) how a whole new generation has made the environment, climate change and going green their cause. Eco Company was created to chronicle the passions of this new generation and to answer the questions we have. Eco Company is a national TV show hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit. Most of all, Eco Company profiles individual teens and organizations who are making a difference. These inspirational stories showcase teens who have made a commitment to being green and to having an impact on their schools, in their communities, in their homes and in their personal lives. Often their impact goes beyond their own communities. That is what Eco Company is all about. In addition, this website gives teens throughout the U.S. and around the world the opportunity to share their stories by uploading their own videos. In every episode you will see Eco-Wise tips that provide practical ways in which teens and people of all ages can contribute to a sustainable planet. Finally, Eco Company gives teens, wherever we find them, the opportunity to sound off about being green. So join The Company by uploading your own video, by watching the show on your local TV station, and by making a difference in your own life.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)		Response
Program Title		Young Icons
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday, 11:00am - 11:30am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week, "The Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists,scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 11:30am - 12:00pm
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.	On Animal Atlas we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that allow them to survive and thrive. But best of all, we meet them face to face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	Dog Tails
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 12:00pm - 12:30pm
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales is a weekly half-hour magazine show featuring everything about dogs and their owners. Each episode includes topics on training, health, nutrition, behavior, grooming and the peculiarities of man's best friend. All types of dogs, from pure breeds to mutts will be showcased.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 12:30pm - 1:00pm
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.	Mad About provides information on Financial literacy, Nutrition, Earth Science, Ecology, Health, Life Skills, and fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Mad About uses various methods to teach and entertain teens to make quality life decisions. The diverse and dynamic cast of young people combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Pets TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 1:00pm - 1:30pm
Total times aired at regularly scheduled time	12
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.	News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)		Response
Program Title	Mad About	
Origination	Syndicated	
Days/Times Program Regularly Scheduled:	Saturday, 6:30am - 7:00am	
Total times aired at regularly scheduled time:	13	
Number of Preemptions	-1	
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.	Mad About provides information on Financial literacy, Nutrition, Earth Science, Ecology, Health, Life Skills, and fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Mad About uses various methods to teach and entertain teens to make quality life decisions. The diverse and dynamic cast of young people combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.	
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C. F.R. Section 73.673?	Yes	

Date and Time Aired:

Questions	Response
Date Time	

**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	Chris Guttu
Address	2814 Syene Road
City	Madison
State	WI
Zip	53713
Telephone Number	(608)-270-5700
Email Address	chris.guttu@madisonsw.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.	

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Cubix: Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00am - 7:30am, 7:30am - 8:00am
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.	The Cubix series centers around a 13 year old boy, his robot Cubix and members of a special club know as Botties. In each episode, Connor and the Botties learn lessons of right and wrong, teamwork, courage and problem solving. Each member faces life scenarios that commonly affect children today, such as felling sad and alone, insecure and vulnerable, fear of failure and overcoming uncertainties and phobias. The series was produced with the primary purpose of education and informing children ages 6 - 11 through entertaining and engaging programming. The character, storylines and recurring themes of the series represent a broad range of issues, and they provide information and tools that are identifiable and meaningful to both boys and girls. The show teaches children to think and act independently, especially when the right thing to do is not the popular thing to do. Help viewers recognize conflict and identify resolutions. Emphasize confidence in oneself and trust ones instincts. Encourage views to persevere and never give up. Demonstrate verbal and nonverbal communication. Demonstrate the value of teamwork. Also to help viewers see that they must take responsibility for their own behavior, words and actions. Demonstrate the importance of virtues: Honesty, perseverance and patience.

Other Matters (2 of 8)	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:00am - 10:30am
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 Real Winning Edge highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Other Matters (3 of 8)		Response
Program Title	Eco Company	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sunday, 10:30am - 11:00am	
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.	Jordan Fowler, Jessica Mann, Adam Courtin, and Brendan Young -- profile individuals and organizations committed to environmental issues. They also report on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology and offer advice on how to be more eco-wise while performing daily activities. The show also includes "eco bytes" (bits of trivia related to environmental issues) how a whole new generation has made the environment, climate change and going green their cause. Eco Company was created to chronicle the passions of this new generation and to answer the questions we have. Eco Company is a national TV show hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit. Most of all, Eco Company profiles individual teens and organizations who are making a difference. These inspirational stories showcase teens who have made a commitment to being green and to having an impact on their schools, in their communities, in their homes and in their personal lives. Often their impact goes beyond their own communities. That is what Eco Company is all about. In addition, this website gives teens throughout the U.S. and around the world the opportunity to share their stories by uploading their own videos. In every episode you will see Eco-Wise tips that provide practical ways in which teens and people of all ages can contribute to a sustainable planet. Finally, Eco Company gives teens, wherever we find them, the opportunity to sound off about being green. So join The Company by uploading your own video, by watching the show on your local TV station, and by making a difference in your own life.	
Other Matters (4 of 8)		Response
Program Title	Young Icons	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sunday, 11:00am - 11:30am	
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.	Each week, "The Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists,scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove t	

Other Matters (5 of 8)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 11:30am - 12:00pm
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.	On Animal Atlas we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that allow them to survive and thrive. But best of all, we meet them face to face.

Other Matters (6 of 8)	Response
Program Title	Dog Tails
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 12:00pm - 12:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales is a weekly half-hour magazine show featuring everything about dogs and their owners. Each episode includes topics on training, health, nutrition, behavior, grooming and the peculiarities of man's best friend. All types of dogs, from pure breeds to mutts will be showcased.

Other Matters (7 of 8)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 12:30pm - 1:00pm
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.	Mad About provides information on Financial literacy, Nutrition, Earth Science, Ecology, Health, Life Skills, and fitness that tie to state and national education standards. Mad About explores being "green" and understanding how our actions impact the world. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. Mad About uses various methods to teach and entertain teens to make quality life decisions. The diverse and dynamic cast of young people combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
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Other Matters (8 of 8)	Response
Program Title	Pets TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 1:00pm - 1:30pm
Total times aired at regularly scheduled time	13
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.	News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love.

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>Byrne Aquisition Group, LLC.</p>

Attachments

No Attachments.