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Children's Television Programming Report

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COLUMBIA | State: **SC**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/10/2014 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2014

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

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	NBC
	Nielsen DMA	Columbia SC
	Web Home Page Address	www.wistv.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	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	336.0
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:	6.0
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(23)

Digital Core Program (1 of 23)	Response
Program Title	The Chica Show (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am (07/05/14-09/27/14)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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 Chica Show features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills. 07/12/14 preemption due to NBC sports; aired 7/20/14 12pm 09/27/14 preemption due to NBC sports; aired 8/17/14 12pm
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	The Chica Show (10.1 Main Digital Channel)
List date and time rescheduled	7/20/14 12pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/14 TCS107
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Chica Show (10.1 Main Digital Channel)
List date and time rescheduled	8/17/14 12pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/14 TCS205
Reason for Preemption	Sports

Digital Core Program (2 of 23)	Response
Program Title	Noodle and Doodle (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (07/05/14-09/27/14)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	2
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.	Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal. 07/12/14 preemption due to NBC sports; aired 7/20/14 12:30pm 09/27/14 preemption due to NBC sports; aired 8/17/14 12:30pm
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Noodle and Doodle (10.1 Main Digital Channel)
List date and time rescheduled	08/17/14 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/14 NAD105
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle (10.1 Main Digital Channel)
List date and time rescheduled	07/20/14 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2014-07-12
Episode #	07/12/14 NAD120
Reason for Preemption	Sports

Digital Core Program (3 of 23)	Response
Program Title	Justin Time (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (07/05/14-09/27/14)
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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.	Justin Time features a little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, providing him with an experience to help solve his problem when he returns home. Justin is accompanied by two imaginary friends throughout his adventures; Olive, a knowledgeable playmate, and Squidgy, the morphing flying sponge, who provides commentary and comedy along the way. Some examples of Justin's lessons involve learning that it takes focus to achieve success, our failures can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find an alternative way to achieve your goal. Justin promotes self-directed learning from the young child's perspective and imagination. 07/12/14 preemption due to NBC sports; aired 7 /19/14 1pm 09/27/14 preemption due to NBC sports; aired 8/09/14 1pm

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Justin Time (10.1 Main Digital Channel)
List date and time rescheduled	07/19/14 1pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/14 JTM109
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time (10.1 Main Digital Channel)
List date and time rescheduled	08/09/14 1pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/14 JTM106
Reason for Preemption	Sports

Digital Core Program (4 of 23)	Response
Program Title	Tree Fu Tom (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (07/05/14-09/27/14)
Total times aired at regularly scheduled time	11
Total times aired	13

Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
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.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area and has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish or relying on teamwork in order to accomplish a goal. 07/12/14 preemption due to NBC sports; aired 7/19/14 1:30pm 09/27/14 preemption due to NBC sports; aired 8/09/14 1:30pm
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Tree Fu Tom (10.1 Main Digital Channel)
List date and time rescheduled	07/19/14 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/14 TFT103
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Tree Fu Tom (10.1 Main Digital Channel)
List date and time rescheduled	08/09/14 1:30pm

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/14 TFT116
Reason for Preemption	Sports

Digital Core Program (5 of 23)		Response
Program Title	Lazy Town(10.1 Main Digital Channel)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sat. 12pm (07/05/14-09/27/14)	
Total times aired at regularly scheduled time	11	
Total times aired	13	
Number of Preemptions	2	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	2	
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.	<p>Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures. 07/12/14 preemption due to NBC sports; aired 7/27/14 12pm 09/27/14 preemption due to NBC sports; aired 9/07/14 12pm</p>	

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Lazy Town(10.1 Main Digital Channel)
List date and time rescheduled	07/27/14 12pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/14 LZT123
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Lazy Town(10.1 Main Digital Channel)
List date and time rescheduled	09/07/14 12pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/14 LZT301
Reason for Preemption	Sports

Digital Core Program (6 of 23)	Response
Program Title	Zou(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm (07/05/14-09/27/14)
Total times aired at regularly scheduled time	6
Total times aired	13

Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7
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.	Zou is a French series based on the Zou books by Michel Gay. Targeted for children age 2-5, each episode explores the kind of learning issues that emerge from every day encounters in the life of a preschool child. If Zou plays his drums too loud, how can he learn to play them softly? If Zou wants a car, but has only a cardboard box, how can he transform it? If Zou lost his friend's favorite airplane, how does he explain? How can Zou be successful at baking a cake if he has never done it before? How can Zou muster the courage to go to the doctor when he's afraid of injections? These are big issues in the mind and life of a preschool child and Zou demonstrates how to have fun, ask for help, listen to advice, and try different solutions until he can commit to the strategy that works. The show says it, shows it, and does it, in the embedded and naturally occurring lesson within each episode. 7/12/14 preemption due to NBC Sports; aired 7/27/14 at 12:30pm 8/16/14 preemption due to NBC Sports; aired 8/16/14 at 8:30am 8/23/14 preemption due to NBC Sports; aired 8/23/14 at 8:30am 8/30/14 preemption due to NBC Sports; aired 8/30/14 at 8:30am 9/13/14 preemption due to NBC Sports; aired 9/13/14 at 8:30am 9/20/14 preemption due to NBC Sports; aired 9/20/14 at 8:30am 9/27/14 preemption due to NBC Sports; aired 9/07/14 at 12:30pm
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Zou(10.1 Main Digital Channel)
List date and time rescheduled	09/20/14 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-20
Episode #	09/20/14 ZOU113
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Zou(10.1 Main Digital Channel)

List date and time rescheduled	08/16/14 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-16
Episode #	08/16/14 ZOU107
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Zou(10.1 Main Digital Channel)
List date and time rescheduled	08/30/14 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-30
Episode #	08/30/14 ZOU109
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Zou(10.1 Main Digital Channel)
List date and time rescheduled	09/07/14 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	09/27/14 ZOU114
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Zou(10.1 Main Digital Channel)
List date and time rescheduled	08/23/14 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-23
Episode #	08/23/14 ZOU108
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
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Title of Program	Zou(10.1 Main Digital Channel)
List date and time rescheduled	09/13/14 8:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-13
Episode #	09/13/14 ZOU111
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Zou(10.1 Main Digital Channel)
List date and time rescheduled	07/27/14 12:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	07/12/14 ZOU101
Reason for Preemption	Sports

Digital Core Program (7 of 23)		Response
Program Title	The Coolest Places on Earth (10.1 Main Digital Channel)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Sun. 7am (07/06/14-09/28/14)	
Total times aired at regularly scheduled time	12	
Total times aired	12	
Number of Preemptions	1	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	0	
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 Coolest Places on Earth is an educational and informative half-hour, E/I program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them. 09/28/14 preemption due to NBC sports
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	The Coolest Places on Earth (10.1 Main Digital Channel)
List date and time rescheduled	NA
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2014-09-28
Episode #	09/28/14 202
Reason for Preemption	Sports

Digital Core Program (8 of 23)	Response
Program Title	Animal Atlas (10.1 Main Digital Channel)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun. 7:30am (07/06/14-09/28/14)
Total times aired at regularly scheduled time	12
Total times aired	12

Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
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 is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation. 09/28/14 preemption due to NBC sports
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Animal Atlas (10.1 Main Digital Channel)
List date and time rescheduled	NA
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2014-09-28
Episode #	09/28/14 1103
Reason for Preemption	Sports

Digital Core Program (9 of 23)	Response
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Program Title	Animal Atlas (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am (07/06/14-09/28/14)
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 is an educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 23)	Response
Program Title	Animal Atlas (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10:30am (07/06/14-09/28/14)

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	Animal Atlas is an educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 23)	Response
Program Title	Zoo Clues (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 11am (07/06/14-09/28/14)
Total times aired at regularly scheduled time	13
Total times aired	13

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	In an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day-more than ten of multitasking is included-it's extremely important for programs to provide both meaningful content and entertainment. Zoo Clues does this.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 23)	Response
Program Title	Zoo Clues (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 11:30am (07/06/14-09/28/14)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	In an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day-more than ten of multitasking is included-it's extremely important for programs to provide both meaningful content and entertainment. Zoo Clues does this.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 23)	Response
Program Title	On the Spot(Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12pm (07/06/14-09/28/14)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important,it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 23)	Response
Program Title	On the Spot (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12:30pm (07/06/14-09/28/14)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	On The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important,it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (15 of 23) Response	
Program Title	Culture Click (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am (07/05/14-09/27/14)
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.	Culture Click is a half-hour series that explores the genesis of - and reasons behind- cultural events that permeate our everyday lives. Host Nzinga Blake opens each episode with a list of what's trending on search engines that week which serves as a jumping-off point for a deep dive into the culture that teens will embrace.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 23)	Response
Program Title	Animal Atlas (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (07/05/14-08/30/14)
Total times aired at regularly scheduled time	9
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. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 23)	Response
Program Title	Animal Atlas (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (07/05/14-09/27/14)
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. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 23) Response	
Program Title	Safari Tracks (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (07/05/14-09/27/14)
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. There is no question that an audience of young people would gain worthwhile information and concepts delivered with an enlightened attitude toward nature and the environment. Viewers receive topic points that help build the ethical decision-making necessary to becoming a citizen of the planet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 23)	Response
Program Title	Teen Kids News (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am (07/06/14-09/21/14)
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News is an award-winning television news show for kids. Highlighting positive stories about kids doing amazing things and helping to make the world a better place. Additionally, the TKN reporters examine everything that is fun or interesting or important about our world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 23)	Response
Program Title	Teen Kids News (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am (07/06/14-09/21/14)
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News is an award-winning television news show for kids. Highlighting positive stories about kids doing amazing things and helping to make the world a better place. Additionally, the TKN reporters examine everything that is fun or interesting or important about our world.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (21 of 23)	Response
Program Title	Live Life and Win (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (09/06/14-09/27/14)
Total times aired at regularly scheduled time	4
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (22 of 23)	Response
Program Title	Live Life and Win (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am (9/28/14)
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (23 of 23)		Response
Program Title		The Real Winning Edge
Origination		Network
Days/Times Program Regularly Scheduled		Sun. 10:30am (9/28/14)
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.		The Real Winning Edge is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges.
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	Meagan Cauthen
Address	1111 Bull Street
City	Columbia
State	SC
Zip	29201
Telephone Number	803-758-1251
Email Address	mcauthen@wistv.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.	1. Because station (WIS) ceased analog operations and converted to digital-only operations prior to the start of reporting period, Questions 7(b) and 7(c) are no longer applicable. 2.THE MORE YOU KNOW WEBSITE "The More You Know's" comprehensive website (themoreyouknow.com) provides in-depth referral information, in connection with the on-air public service announcements. Content includes: video of all current public service announcements, a general campaign overview, and referral information by topic to partnering agencies referenced in the PSAs. The site includes a comprehensive list of the campaign's accolades, including Emmy and Peabody awards. In addition, a behind-the-scenes story with clips from talent interviews can be viewed. 3. On August 9 2014, the following show was preempted on WIS(10.1), due to a NBC Breaking News Report that aired from 10:27am- 10:56am: Noodle and Doodle (10:30-11am)

Other Matters (20)

Other Matters (1 of 20)	Response
Program Title	Astroblast(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am (10/04/14-12/27/14)
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.	Astroblast!, based on the book series "Astroblast!" by author and illustrator Bob Kolar, is set on a space station in an unknown solar system. The station is populated by five animal characters and one 3-eyed octopus of unknown derivation. Each episode begins with an everyday conversation or incident that grows into a predicament of some sort needing a solution. While these predicaments take place on a space station populated by animal characters and aliens from different galaxies, the issues and resolutions resonate for a preschool audience. Through comedy and zippy action, our target audience sees how the characters learn lessons for practical living such as how to: keep track of things that belong to you, practice good habits, clean up a space when you've made a mess, rebound from a failure or embarrassing incident, or resist the urge to blame others for your mistakes.

Other Matters (2 of 20)	Response
Program Title	The Chica Show (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (10/04/14-12/27/14)
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 Chica Show features a five-year-old "baby" chick who spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
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Other Matters (3 of 20)	Response
Program Title	Tree Fu Tom(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (10/04/14-12/27/14)
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.	Tree Fu Tom series focuses on the amazing adventures of a young boy called Tom who, with the power of 'movement magic' called 'Tree Fu', can transform into a tiny but mighty magical super hero and travel to a wondrous enchanted kingdom called Treetopolis that exists in a tree in his backyard woods. During each program he calls upon the audience to follow his moves to send him the magic he needs to solve a problem encountered by Tom and his friends. . These include Ariella, a butterfly who is also a rancher and has rope lassoing skills; Twigs, an acorn sprite who folds himself into an acorn when he's frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog and the resident genius inventor. In each episode there are an action adventure sequences that are key to resolving the challenge of the day.

Other Matters (4 of 20)	Response
Program Title	Lazy Town(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (10/04/14-12/27/14)

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.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

Other Matters (5 of 20)	Response
Program Title	Poppy Cat(10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12pm (10/04/14-12/27/14)
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.	Poppy Cat, based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat as the leader of a group of animal friends, the resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well: think creatively and exercise your mind through reading and storytelling - for these activities always lead to enjoyment and adventure.

Other Matters (6 of 20)	Response
Program Title	Noodle and Doodle (10.1 Main Digital Channel)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 12:30pm (10/04/14-12/27/14)
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.	Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

Other Matters (7 of 20)	Response
Program Title	Coolest Places on Earth(10.1 Main Digital Channel)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun. 7am (10/05/14-12/28/14)
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 Coolest Places on Earth is an educational and informative half-hour, E/I program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them.
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Other Matters (8 of 20)	Response
Program Title	Animal Atlas (10.1 Main Digital Channel)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sun. 7:30am (10/05/14-12/28/14)
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 is an entertaining and educational half-hour program that explores the world of animal wildlife, promoting a better understanding of how various animal species live and what they need to survive. With an entertaining narrative, the series combines focused examinations of certain topics such as Animal Appetites (which explores the various diets of animals along with information about how animals catch and eat their food, how diets determine their lifestyle, etc.), Animal Antics, (a hilarious look at the crazy physical antics and talents of certain species), Animal Babies (an intimate look at babies of various species, how they are born, how they are raised and the difficulties and delights of growing up), along with shows which focus solely on certain animals such as elephants, bears, and monkeys. In these shows a thorough and entertaining exploration of the specific animal takes the viewer into that animal's world as we see where it lives, how it eats, how it plays, how the family unit operates, and what threatens and supports its survival. Animal Atlas also promotes responsibility toward wildlife issues by educating the viewer about endangered species and wildlife habits, as well as informing viewers how to support wildlife conservation.

Other Matters (9 of 20)	Response
Program Title	Culture Click (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10am (10/04/14-12/27/14)
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.	Culture Click is a half-hour series that explores the genesis of - and reasons behind- cultural events that permeate our everyday lives. Host Nzinga Blake opens each episode with a list of what's trending on search engines that week which serves as a jumping-off point for a deep dive into the culture that teens will embrace.
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Other Matters (10 of 20)	Response
Program Title	Live Life and Win (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 10:30am (10/04/14-12/27/14)
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.

Other Matters (11 of 20)	Response
Program Title	Animal Atlas (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11am (10/04/14-12/27/14)
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. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas.

Other Matters (12 of 20)	Response
Program Title	Safari Tracks (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sat. 11:30am (10/04/14-12/27/14)
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. There is no question that an audience of young people would gain worthwhile information and concepts delivered with an enlightened attitude toward nature and the environment. Viewers receive topic points that help build the ethical decision-making necessary to becoming a citizen of the planet.

Other Matters (13 of 20)	Response
Program Title	Live Life and Win (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10:00am (10/05/14-12/28/14)
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.	Live Life and Win is a series of inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.

Other Matters (14 of 20)	Response
Program Title	The Real Winning Edge (Digital Multicast Only-Bounce TV 10.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10:30am (10/05/14-12/28/14)
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 is a weekly half-hour television series that highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges.

Other Matters (15 of 20)	Response
Program Title	Animal Atlas (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10am (10/05/14-12/28/14)

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 is an educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them.

Other Matters (16 of 20)	Response
Program Title	Animal Atlas (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 10:30am (10/05/14-12/28/14)
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 is an educational and informative half-hour, E/I program that travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. Each episode takes young viewers on a journey through the animal kingdom to learn about the lives, history, and varying adaptations that allow animals to survive and thrive in the wild. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember. It's through this engaging information and rich visual content that allows viewers to better understand and appreciate the animal world around them.

Other Matters (17 of 20)	Response
Program Title	Zoo Clues (Digital Multicast Only-THIS TV 10.2)
Origination	Network

Days/Times Program Regularly Scheduled	Sun. 11am (10/05/14-12/28/14)
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.	In an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day-more than ten of multitasking is included-it's extremely important for programs to provide both meaningful content and entertainment. Zoo Clues does this.

Other Matters (18 of 20)	Response
Program Title	Zoo Clues (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 11:30am (10/05/14-12/28/14)
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.	In an age of high definition video, animals make very good television and pull a young learner in by the eyes. This program's presentation mix of narration, visuals, and very well chosen topics delivers education and information while it entertains. In the current method of assessing education, particularly with the emergence of Common Core standards now in all but four states, information should never be presented in isolation but always in a context upon which knowledge can be based. With media, information must also be entertaining enough to keep a viewer watching. In an age when studies show the average young person 8-18 years consumes nearly eight hours of media every day-more than ten of multitasking is included-it's extremely important for programs to provide both meaningful content and entertainment. Zoo Clues does this.
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Other Matters (19 of 20)	Response
Program Title	On the Spot (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12pm (10/05/14-12/28/14)
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 The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important,it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

Other Matters (20 of 20)	Response
Program Title	On the Spot (Digital Multicast Only-THIS TV 10.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sun. 12:30pm (10/05/14-12/28/14)

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 The Spot is a series tapping knowledge across a series of subject areas: geography, art,technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important,it addresses what educators call non-cognitive factors for student success. These are factors that can measurably improve student achievement without specifically involving material to be tested. These include self-esteem and frames in which students see learning occurring. By removing information from the academic silos where it is generally taught and moving it, literally, to the mall, it forces a synthesis that is difficult to achieve in an academic setting. The fact that correct answers are giving by diverse ethnicities and ages, by both genders, and not by stereotypes of smart people' is essential. It means that anyone can own information. The fact that young people will see this on television in a non-academic setting is also very important. Whatever the curriculum or information, knowledge becomes the star-and is demonstrated by every type of person.

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>WIS License Subsidiary, LLC</p>

Attachments

No Attachments.