



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030884589** | File Number: **CPR-157240** | Submit Date: **07/09/2014** | Call Sign: **WKOW** | Facility ID: **64545** | City:
MADISON | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/09/2014 | Filing Status: **Active**

Report reflects information for : **Second 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
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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	ABC,MeTV,ThisTV
	Nielsen DMA	Madison
	Web Home Page Address	www.wkow.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(21)

Digital Core Program (1 of 21)	Response
Program Title	Jack Hannah's Wild Countdown (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:00AM-8:30AM CT
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.	Wildlife expert and animal ambassador, Jack Hannah, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hannah's Wild Countdown.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 21) Response	
Program Title	Ocean Mysteries with Jeff Corwin (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-9:00AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
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 half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care - about these heroes, and all of the fascinating life teeming in our oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 21) Response	
Program Title	Born To Explore (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00AM-9:30AM CT

Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
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.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 21)	Response
Program Title	Sea Rescue (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:30AM-10:00AM CT

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 half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances - release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real-life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 21)		Response
Program Title	Wildlife Docs (27.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM CT	
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 Wildlife Docs will follow the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care!
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 21)		Response
Program Title		Expedition Wild (27.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 10:30AM-11:00AM CT
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places - revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears - bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.
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	Expedition Wild (27.1)
List date and time rescheduled	Sunday, June 29, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday, June 28, 2014
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Expedition Wild (27.1)
List date and time rescheduled	Sunday, June 15, 2014 4:05-4:35 PM CT
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday, June 14, 2014
Reason for Preemption	Sports

Digital Core Program (7 of 21)	Response
Program Title	Sports Stars of Tomorrow (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00AM-11:30AM CT
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Sports Stars of Tomorrow provides information and examples of how teenage contemporaries, can and are achieving positive things through the disciplines and dedication experienced in sports, through team and individual competition.
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	Sports Stars of Tomorrow (27.1)
List date and time rescheduled	Sunday, June 15, 2014 12:00-12:30 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday, June 14, 2014
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Sports Stars of Tomorrow (27.1)
List date and time rescheduled	Sunday, June 29, 2014 12:00-12:30 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	Saturday, June 28, 2014
Reason for Preemption	Sports

Digital Core Program (8 of 21)	Response
Program Title	Into the Outdoors (27.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sundays 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	9
Total times aired	12
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A weekly children's series in which kids travel around Wisconsin exploring the state's environment and outdoor activities.
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	Into the Outdoors (27.1)
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Sunday, April 13, 2014
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	Into the Outdoors (27.1)
List date and time rescheduled	Sunday, June 15, 2014 4:35-5:05 PM CT
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, June 15, 2014
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Into the Outdoors (27.1)
List date and time rescheduled	Sunday, June 22, 2014 1:00-1:30 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, June 22, 2014
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Into the Outdoors (27.1)
List date and time rescheduled	Sunday, May 25, 2014 4:00-4:30 PM CT
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, May 25, 2014
Reason for Preemption	Sports

Digital Core Program (9 of 21)		Response
Program Title		Jack Hannah Into the Wild (27.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 11:00AM-11:30AM CT
Total times aired at regularly scheduled time	9	
Total times aired	12	
Number of Preemptions	4	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	3	
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animals facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide.
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	Jack Hannah Into the Wild (27.1)
List date and time rescheduled	Sunday, May 25, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, May 25, 2014
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Jack Hannah Into the Wild (27.1)
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	Sunday, April 13, 2014
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
Title of Program	Jack Hannah Into the Wild (27.1)
List date and time rescheduled	Sunday, June 22, 2014 12:30-1:00 PM CT
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, June 22, 2014

Reason for Preemption	Sports
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Digital Preemption Programs #4

Questions	Response
Title of Program	Jack Hannah Into the Wild (27.1)
List date and time rescheduled	Sunday, June 15, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, June 15, 2014
Reason for Preemption	Sports

Digital Core Program (10 of 21)	Response
Program Title	Green Screen Adventures (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:00AM-7:30AM CT
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (11 of 21)		Response
Program Title		Green Screen Adventures (27.2)
Origination		Network
Days/Times Program Regularly Scheduled		Sundays 7:30AM-8:00AM CT
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 21)		Response
Program Title		Travel Thru History (27.2)
Origination		Network

Days/Times Program Regularly Scheduled	Sundays 8:00AM-8:30AM CT
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.	Travel Thru History is an in-depth look at the attractions and the history behind famous cities and towns around the United States. Videotaped and edited in the style of other popular, educational programming like Modern Marvels - Travel Thru History is designed for a teenage audience, and focuses on learning. The series visits diverse locales across the U.S. from Las Vegas to Key West.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 21)	Response
Program Title	Mystery Hunters (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:30AM-9:00AM CT
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.	Mystery Hunters is a Canadian Documentary television series aimed at a young audience. Teenage hosts Araya and Christina investigate real-life reports of mysteries such as spirits, legendary creatures, monsters, dinosaurs and UFOs. They use scientific rigour to try to find plausible explanations for the sightings and eye-witness accounts that trigger their investigations.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (14 of 21)	Response
Program Title	Safari (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:00AM-9:30AM CT
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 provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 21)	Response
Program Title	Edgemont (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:30AM-10:00AM CT
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 21)	Response
Program Title	Animal Atlas (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:00AM-9:30AM CT
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 travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about the way they live, and the adaptations that allow them to survive and thrive in the wild. 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 21)	Response
Program Title	Animal Atlas (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:30AM-10:00AM CT
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 travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about the way they live, and the adaptations that allow them to survive and thrive in the wild. 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 21)	Response
Program Title	Zoo Clues (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00AM-10:30AM CT

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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 21)	Response
Program Title	Zoo Clues (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:30AM-11:00AM CT
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 21)	Response
Program Title	On the Spot (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:00AM-11:30AM CT
Total times aired at regularly scheduled time	13
Total times aired	9
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.	Each episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (21 of 21)	Response
Program Title	On the Spot (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:30AM-12:00PM CT
Total times aired at regularly scheduled time	13
Total times aired	9
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.	Each episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.
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	Anna Engelhart
Address	5727 Tokay Blvd
City	Madison
State	WI
Zip	53719
Telephone Number	608-661-2767
Email Address	aengelhart@wkow.com

<p>Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.</p>	<p>On Sunday, April 13, 2014, WKOW experienced technical difficulties which caused a program to run multiple times, preempting Into the Outdoors 10:30-11:00 AM CT and Jack Hanna Into the Wild 11:00-11:30 AM CT. WKOW sponsored Madison's eco-festival, the Green Day Expo, on April 26. The Expo was back with more food, green gear and eco-friendly fun! Enjoy lots of eco-friendly booths, speakers and a family play zone all while attendees learned more about making life a little greener. WKOW sponsored the Jefferson Awards Gala on April 2 which benefits Juvenile Diabetes. Proceeds from the event will support JDRF's research mission to improve the lives of all people affected by type 1 diabetes (T1D) by accelerating progress on the most promising opportunities for curing, better treating, and preventing T1D. Nearly 600 guests gathered for cocktails, dinner, silent & live auctions and live entertainment. WKOW sponsored all Mallards bobblehead nights though the summer May-August. The first 1,000 people through the gates received a special bobblehead from the Madison Mallards and WKOW. WKOW sponsored the Blondes vs. Brunettes flag football for Alzheimer's on May 4. Participants helped tackle Alzheimer's at the second annual Blondes vs. Brunettes flag football game. Money raised supports research, families and supports groups. WKOW participated in the Syttende Mai Stoughton, Wisconsin parade on May 18. Anchors and Reporters handed out candy to thousands of people. WKOW participated in the Madison Children's Museum Golf Outing on May 19 and promoted the event all in support of the Madison Children's Museum. WKOW participated in the Monona Memorial Day parade on May 26. Anchors and Reporters handed out candy to thousands of people. WKOW sponsored The Kurt June 13 and 14 which is a golf outing, soccer tournament and music festival to benefit Middleton Outreach Ministry (MOM), a non-profit organization that provides food pantry and other support services in West Madison, Middleton and Cross Plains WKOW sponsored the MDA TUB Run on June 13 and 14 where 100's of riders venture out on a 100 mile motorcycle ride to benefit children with the Muscular Dystrophy. This year we raised over \$100,000. WKOW sponsored the United Way Community Awards luncheon on June 23, where United Way volunteers, young and old, were recognized for their achievements. Every Wednesday starting June 25, WKOW sponsored the Concerts on the Square sponsored. Attendees enjoyed a free wonderful concert outside on the Capital lawn with family and friends. The American Red Cross and WKOW recognized individuals young and old or companies who have performed extraordinary acts of courage or kindness, making a difference in our community at the American Red Cross Real Heroes dinner on June 25. Area residents celebrated Independence Day with WKOW and Rhythm and Booms... the Midwest's largest fireworks display! Over 250,000 people attended on June 28 and enjoyed live entertainment, ski show, log rolling competition, food and drink and fireworks.</p>
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Other Matters (21)

Other Matters (1 of 21)	Response
Program Title	Jack Hannah's Wild Countdown (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:00AM-8:30AM CT
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.	Wildlife expert and animal ambassador, Jack Hannah, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hannah's Wild Countdown.

Other Matters (2 of 21)	Response
Program Title	Ocean Mysteries with Jeff Corwin (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-9:00AM CT
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 half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care - about these heroes, and all of the fascinating life teeming in our oceans.
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Other Matters (3 of 21)	Response
Program Title	Born To Explore (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00AM-9:30AM CT
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.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes.

Other Matters (4 of 21)	Response
Program Title	Sea Rescue (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:30AM-10:00AM CT
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 half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances - release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real-life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Other Matters (5 of 21)	Response
Program Title	The Wildlife Docs (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM CT
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 Wildlife Docs will follow the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care!

Other Matters (6 of 21)	Response
Program Title	Expedition Wild (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places - revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears - bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.

Other Matters (7 of 21)	Response
Program Title	Sports Stars of Tomorrow (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 11:00AM-11:30AM CT
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.	Sports Stars of Tomorrow provides information and examples of how teenage contemporaries, can and are achieving positive things through the disciplines and dedication experienced in sports, through team and individual competition.

Other Matters (8 of 21)	Response
Program Title	Into the Outdoors (27.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sundays 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A weekly children's series in which kids travel around Wisconsin exploring the state's environment and outdoor activities.

Other Matters (9 of 21)	Response
Program Title	Jack Hannah Into the Wild (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 11:00AM-11:30 AM CT
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.	<p>This series is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week.</p> <p>Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animals facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide.</p>

Other Matters (10 of 21)	Response
Program Title	Green Screen Adventures (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:00AM-7:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion.</p>

Other Matters (11 of 21)	Response
Program Title	Green Screen Adventures (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 7:30AM-8:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion.
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Other Matters (12 of 21)	Response
Program Title	Travel Thru History (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:00AM- 8:30AM CT
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.	Travel Thru History is an in-depth look at the attractions and the history behind famous cities and towns around the United States. Videotaped and edited in the style of other popular, educational programming like Modern Marvels - Travel Thru History is designed for a teenage audience, and focuses on learning. The series visits diverse locales across the U.S. from Las Vegas to Key West.

Other Matters (13 of 21)	Response
Program Title	Mystery Hunters (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8:30AM-9:00AM CT
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.	Mystery Hunters is a Canadian Documentary television series aimed at a young audience. Teenage hosts Araya and Christina investigate real-life reports of mysteries such as spirits, legendary creatures, monsters, dinosaurs and UFOs. They use scientific rigour to try to find plausible explanations for the sightings and eye-witness accounts that trigger their investigations.

Other Matters (14 of 21)	Response
Program Title	Safari (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:00AM-9:30AM CT

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 provides core programming in the areas of global ecology, wildlife biology and species conservation and preservation. Emmy award-winning host and wildlife expert John Ross travels to the farthest reaches of the world to bring the viewers face to face with some of the planet's most interesting animals. Safari offers a dynamic television experience for teens - with the exciting experience of exploring the fascinating world of wildlife and at the same time discovering what needs to be done to protect the animals and their habitat so that they can live on in the wild. Various age-appropriate global wildlife and ecology issues are introduced to the viewing audience with in-depth and thoughtful explanations.

Other Matters (15 of 21)	Response
Program Title	Edgemont (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:30AM-10:00AM CT
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.	Edgemont is designed to entertain its core teen audience and also to inform and educate its viewers about issues that arise in school and at home. The storylines focus on social and emotional challenges faced by all secondary school students, from forming and maintaining family, friendship and romantic relationships, to ethical and moral choices. The objective of the series is to demonstrate models of behavior for teen viewers, allowing them to consider choices that they themselves may face, to witness the potential outcomes of these choices and gain positive tools that they can use to resolve issues and conflicts in a constructive way.

Other Matters (16 of 21)	Response
Program Title	Animal Atlas (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:00AM-9:30AM CT
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 travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about the way they live, and the adaptations that allow them to survive and thrive in the wild. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas!

Other Matters (17 of 21)	Response
Program Title	Animal Atlas (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 9:30AM-10:00AM CT
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 travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about the way they live, and the adaptations that allow them to survive and thrive in the wild. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas!

Other Matters (18 of 21)	Response
Program Title	Zoo Clues (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00AM-10:30AM CT
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.

Other Matters (19 of 21)	Response
Program Title	Zoo Clues (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:30AM-11:00AM CT
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.
Other Matters (20 of 21)	Response
Program Title	On the Spot (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:00AM-11:30AM CT
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 episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.
Other Matters (21 of 21)	Response
Program Title	On the Spot (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:30AM-12:00PM CT
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 episode of On the Spot is a lightning fast game of entertaining trivia from different categories, including: untold history, globetrotting, origins, supernatural, in sickness and in health, myths, now and then, record setters, mad science and bad ideas. The answers will amaze you. On the Spot...it's quite simply everything you need to know about everything.

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>WKOW Television, Inc.</p>

Attachments

No Attachments.