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Children's Television Programming Report

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City: **MILWAUKEE** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/08/2016 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2016**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	No

Applicant
Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
SCRIPPS BROADCASTING HOLDINGS LLC Doing Business As: SCRIPPS BROADCASTING HOLDINGS LLC	David Giles 312 WALNUT STREET 28TH FLOOR CINCINNATI, OH 45202 United States	+1 (513) 977-3000	DAVE. GILES@SCRIPPS. COM	Company

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
KENNETH C. HOWARD , JR . BAKER & HOSTETLER LLP	1050 CONNECTICUT AVENUE, NW SUITE 1100 WASHINGTON, DC 20036 United States	+1 (202) 861- 1580	KHOWARD@BAKERLAW. COM	Legal Representative
Benjamin Pidek , P.E. . CONSULTING ENGINEER Mid-State Consultants	PO Box 430 Lennon, MI 48449 United States	+1 (810) 621- 5656	bpidek@mscon.com	Technical Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Milwaukee
	Web Home Page Address	http://www.tmj4.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	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(15)

Digital Core Program (1 of 15)	Response
Program Title	Astroblast (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30 am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
Number of Preemptions Rescheduled	1
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.	Astroblast is the space station and home of six animal characters in Bob Kolar's book series of the same name. The space station is managed by an over-confident and exuberant commander, Comet the dog. The crew includes, Sputnik the pig, a very knowledgeable reader; Haley the rabbit, an athlete and Comet's true peer; Radar, the monkey, who is somewhat self-involved, Jet, a silent alligator whose gestures and expressions are his mode of communication, and Sal, a congenial three-eyed octopus who runs the counter in the space station cafe, the Smoothie Shack. While the space station supports the missions of a bizarre and diverse array of aliens, the Smoothie Shack is the hub of social interaction for the galaxy. There is always something happening at Astroblast and everyone on the crew has plenty to learn to keep the community happy and on an even keel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Astroblast
List date and time rescheduled	06/04/2016 02:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (2 of 15)	Response
Program Title	Nina's World (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9:30 am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
Number of Preemptions Rescheduled	1
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.	Nina's World is a childhood adventure series, which re-imagines a childhood for the character Nina, host of the Sprout Good Night Show. Nina is a six year-old Latina, living in San Antonio, Texas. She is exposed to adults and children from many cultures who live in her immediate neighborhood and in the mixed use housing complex, where her parents own a bakery downstairs from their apartment. Nina manages to create regular adventures with her friends, her parents and the grown-ups too, because she is curious and determined to over-reach her abilities in pursuit of her goals. Nina models resilience as there is not a day where she doesn't reflect on her encounters with good natured common sense and an ability to rebound after her mistakes.

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	Nina's World
List date and time rescheduled	06/04/2016 01:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (3 of 15)	Response
Program Title	Ruff Ruff, Tweet and Dave (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:00 am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
Number of Preemptions Rescheduled	1
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.	Ruff-Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff-Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere, just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. Their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.
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	Ruff Ruff, Tweet and Dave
List date and time rescheduled	06/04/2016 01:30 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (4 of 15)	Response
Program Title	The Chica Show (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11:00am
Total times aired at regularly scheduled time	11
Total times aired	13

Number of Preemptions	2
Number of Preemptions for other than Breaking News	2
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.
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 Chica Show
List date and time rescheduled	05/28/2016 08:00 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-28
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Chica Show
List date and time rescheduled	06/04/2016 02:30 PM

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (5 of 15)	Response
Program Title	Noodle & Doodle (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 8:30 am
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	7
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.	Noodle & Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter ego that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together.

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	Noodle & Doodle
List date and time rescheduled	04/23/2016 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-04-23
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	05/14/2016 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-14
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	05/21/2016 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-05-21
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	Noodle & Doodle
List date and time rescheduled	06/04/2016 12:00 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	06/11/2016 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-11
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	06/18/2016 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-18
Episode #	
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Noodle & Doodle
List date and time rescheduled	06/25/2016 11:30 AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-25
Episode #	
Reason for Preemption	Sports

Digital Core Program (6 of 15)		Response
Program Title	Floogals (Primary Digital 4.1 WTMJ-TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 9:00 am	
Total times aired at regularly scheduled time	12	
Total times aired	13	
Number of Preemptions	1	
Number of Preemptions for other than Breaking News	1	
Number of Preemptions Rescheduled	1	
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.	Floogals provides a unique visual experience where computer generated animated space aliens are juxtaposed against a real-world background that perplexes them and sets them off on exploratory adventures. Their goal is to learn everything they can about this "Hooman" world. They take daring adventures to gathering facts while hoping to avoid detection by the Hoomans. Led by Captain Fleeker, the research team consists of an astronaut Floogal, Flo and a junior Floogal, Boomer. Together they discover that the mundane (ice-cubes and umbrellas for example) is the basis for transformative experiences that help us all better understand the world they (and we) inhabit.	
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	Floogals
List date and time rescheduled	06/04/2016 12:30 PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2016-06-04
Episode #	
Reason for Preemption	Sports

Digital Core Program (7 of 15)		Response
Program Title	Eco Company (Digital Multicast Channel 4.2 LAFF TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 9:00am and 11:00am	
Total times aired at regularly scheduled time	26	
Total times aired	26	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
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.	A whole new generation has made the environment, climate change and going green their cause. Eco Company was created to chronicle the passions of this new generation and to answer their questions. Eco Company is a national TV show hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (8 of 15)		Response
Program Title	Swap TV (Digital Multicast channel 4.2 LAFF TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays at 9:30am and 11:30am	
Total times aired at regularly scheduled time	26	
Total times aired	26	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	SWAP TV is a weekly half-hour television series about two teenagers from different backgrounds "swapping" lives for a weekend. The series meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. SWAP TV is closed-captioned for the hearing impaired and displays the "E/I" icon throughout the broadcast.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 15)	Response
Program Title	Make: Television (DIGITAL MULTICAST Channel 4.2 LAFF TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:00am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0

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.	Pursuant to the Children's Television Act of 1990, MAKE TV will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. MAKE TV serves the educational and informational needs of children 13 to 16 years of age with its program content, including the importance of the creative process when developing new inventions. The series features a wide variety of individuals combining their imagination with scientific principles to create an assortment of engineering wonders.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 15)	Response
Program Title	Animal Outtakes (Digital Multicast Channel 4.2 LAFF TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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 Outtakes host Marsha Panuce visits all types of animal sanctuaries and zoos in the United States to explore the world of animals, from camels to lemurs, from rhinos to handicapped pets. Viewers learn about the care and living habitats of these various animals and how they survive in the animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)	Response
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Program Title	Pets in Paradise (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00 am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	Pets in Paradise TV is a weekly television show that explores the relationship between humans and animals. From surfing pigs, to ducks living inside the house, rescued dogs, and dogs that rescue humans, we look at the remarkable connections people have with their pets in one of the most beautiful places on Earth, Hawaii. Each week learn about theses relationships and how they flourish in Paradise. The 30 minute show consists of compelling stories about people and their pets, information about pet health care, tips on pet training, and much more. The show's goal is to help nurture relationships between pet owners and their companions.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 15)	Response
Program Title	Ariel, Zoey & Eli, Too (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9:30 am

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	Ariel, Zoey & Eli, Too, a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. The show accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship, and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 15)	Response
Program Title	Aqua Kids (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:00 am

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	Aqua Kids provides a unique vehicle for young people to learn about the diversity of marine animals around the world, emphasizing the importance of preserving fragile aquatic habitats and encouraging children to take an active role in protecting the future of their community and the world. The program provides a window into the management and preservation of unique habitats and species through the eyes of kids and their hands-on collaboration with science researchers and educators. The message delivered by Aqua Kids are given by a creative and resourceful host, Molly McKinney, whose scientific background is evident in the show. The other young hosts, whose ages range from pre-teen to late teens, are equally entertaining and informative. The young viewers identify with these young hosts and imagine themselves in the role of the scientist and as someone who could have a positive impact on the environment. The format of young student scientists presenting information on location in a variety of aquatic settings is both entertaining and informative.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 15)	Response
Program Title	Steal the Show (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30 am

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
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.	Steal the Show provides CORE programming in the areas of music, music composition, the music recording process and musical instruments. Ariel, Zoey and Eli Engelbert of the E/I program Ariel & Zoey & Eli, Too work to write and record an album with Grammy Winner Jim Peterik. All aspects of the process are covered - 1) creating the melody, 2) writing the lyrics, 3) creating harmonies, 4) developing instrumentals, and 5) recording the song in the studio. With schools across the country cutting funding to music related programs, Steal the Show fills an important void. Students will be empowered with the knowledge and skills they will broaden and hone as they follow Ariel, Zoey and Eli on their journey with one of the most prominent songwriters of the past 20 years.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (15 of 15)	Response
Program Title	The New Howdy Doody Show (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 9:00 & 9:30 am

Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Howdy Doody is a 1975 series which is known to its viewers for Buffalo Bob in his cowboy attire and a cast of human characters such as Clarabell the Clown and Chief Thunderthud as well as puppets (i.e., Howdy Doody, Dilly Dally, Flub-a-Dub, etc.). Children sat on stage in the Peanut Gallery, thus making this show a forerunner of interactive programming we enjoy today. The primary value of the series is the educate and entertain elementary school-aged children. In addition, both older children and monitoring adults will find this series amusing and quite charming as Howdy Doody is a timeless character who has an interactive quality. Educationally, the series offers opportunities for parents and teachers to teach lessons related to language, character development, science, and listening skills.
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	Joe Poss VP/GM
Address	720 E. Capitol Drive
City	Milwaukee
State	WI
Zip	53212
Telephone Number	(414) 967- 5458
Email Address	joe. poss@tmj4. com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

Other Matters (15)

Other Matters (1 of 15)	Response
Program Title	Terrific Trucks (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9:00 am
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.	"Terrific Trucks" follows five live action truck friends with big personalities. Join Tork (the dump truck), Dug (the digger), Sparky (the front end loader), Stotz (the semi) and Blinker (the scooper) as they take on big jobs each day in a fun, exciting and immersive environment that showcases the trucks in a close up style. Whether they are crushing cars, digging a foundation, or tearing down a barn, important lessons will be shared as the trucks overcome obstacles on projects to get the job done - proving nothing is too tough for Terrific Trucks when they work together!

Other Matters (2 of 15)	Response
Program Title	Nina's World (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's at 10:00 am
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.	Nina's World is a childhood adventure series, which re-imagines a childhood for the character Nina, host of the Sprout Good Night Show. Nina is a six year-old Latina, living in San Antonio Texas. She is exposed to adults and children from many cultures who live in her immediate neighborhood and in the mixed use housing complex, where her parents own a bakery downstairs from their apartment. Nina manages to create regular adventures with her friends, her parents, and the grown-ups too, because she is curious and determined to over-reach her abilities in pursuit of her goals. Nina models resilience as there is not a day where she doesn't reflect on her encounters with good natured common sense and an ability to rebound after her mistakes.

Other Matters (3 of 15)	Response
Program Title	Ruff Ruff, Tweet and Dave (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30am
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.	Ruff-Ruff, Tweet, and Dave [RRTD] is a preschool adventure/activity show where the lead characters travel to faraway lands to have adventures with their guide, a hamster named Hatty. Ruff-Ruff, the dog, is the most playful of the three; Tweet is a little bird who loves to fly and get creative with her suggestions; and Dave the Panda has a thing for bananas. RRTD might go to the beach, or the mountains, or to strange lands with pillows everywhere, just the sort of place where imagination and logic come together. The settings are always brightly colored and beautiful. Their transport vehicles are Roly-pods, artful go-carts that fit on a spiral ramp that folds in and out of the Spin-Again, a colorful round spinning top with special compartments designed to anchor each vehicle right on the outside rim during the journey.

Other Matters (4 of 15)	Response
Program Title	Noodle & Doodle (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 8:30am
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 & Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter ego that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together.
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Other Matters (5 of 15)	Response
Program Title	Floogals (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9:30am
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.	Floogals provides a unique visual experience where computer generated animated space aliens are juxtaposed against a real-world background that perplexes them and sets them off on exploratory adventures. Their goal is to learn everything they can about this "Hooman" world. They take daring adventures to gathering facts while hoping to avoid detection by the Hoomans. Led by Captain Fleeker, the research team consists of an astronaut Floogal, Flo and a junior Floogal, Boomer. Together they discover that the mundane (ice-cubes and umbrellas for example) is the basis for transformative experiences that help us all better understand the world they (and we) inhabit.

Other Matters (6 of 15)	Response
Program Title	The Chica Show (Primary Digital 4.1 WTMJ-TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11:00am
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.

Other Matters (7 of 15)	Response
Program Title	Eco Company, The (Digital Multicast channel 4.2 LAFF TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9:00am and 11:00am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	A whole new generation has made the environment, climate change and going green their cause. Eco Company was created to chronicle the passions of this new generation and to answer their questions. Eco Company is a national TV show hosted by a dynamic and diverse group of teens who combine their natural curiosity with their enthusiasm for preserving the planet they will inherit.

Other Matters (8 of 15)	Response
Program Title	Swap TV (Digital Multicast channel 4.2 LAFF TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 9:30am and 11:30am
Total times aired at regularly scheduled time	26
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.	SWAP TV is a weekly half-hour television series about two teenagers from different backgrounds "swapping" lives for a weekend. The series meets the educational and informational objectives of the FCC's Children's Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the "swapping" youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life. Each episode is informative, entertaining and promotes good social values and respect. SWAP TV is closed-captioned for the hearing impaired and displays the "E/I" icon throughout the broadcast.
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Other Matters (9 of 15)	Response
Program Title	Make: Television (Digital Multicast Channel 4.2 LAFF TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pursuant to the Children's Television Act of 1990, MAKE TV will satisfy the FCC Children's programming requirement and can be classified as either core or non-core programming. MAKE TV serves the educational and informational needs of children 13 to 16 years of age with its program content, including the importance of the creative process when developing new inventions. The series features a wide variety of individuals combining their imagination with scientific principles to create an assortment of engineering wonders.

Other Matters (10 of 15)	Response
Program Title	Animal Outtakes (Digital Multicast Channel 4.2 LAFF TV)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Outtakes host Marsha Panuce visits all types of animal sanctuaries and zoos in the United States to explore the world of animals, from camels to lemurs, from rhinos to handicapped pets. Viewers learn about the care and living habitats of these various animals and how they survive in the animal kingdom.

Other Matters (11 of 15)	Response
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Program Title	Aqua Kids (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 10:00 am
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.	Aqua Kids provides a unique vehicle for young people to learn about the diversity of marine animals around the world, emphasizing the importance of preserving fragile aquatic habitats and encouraging children to take an active role in protecting the future of their community and the world. The program provides a window into the management and preservation of unique habitats and species through the eyes of kids and their hands-on collaboration with science researchers and educators. The message delivered by Aqua Kids are given by a creative and resourceful host, Molly McKinney, whose scientific background is evident in the show. The other young hosts, whose ages range from pre-teen to late teens, are equally entertaining and informative. The young viewers identify with these young hosts and imagine themselves in the role of the scientist and as someone who could have a positive impact on the environment. The format of young student scientists presenting information on location in a variety of aquatic settings is both entertaining and informative.

Other Matters (12 of 15)	Response
Program Title	Pets in Paradise (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 9:00 am
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.	Pets in Paradise TV is a weekly television show that explores the relationship between humans and animals. From surfing pigs, to ducks living inside the house, rescued dogs, and dogs that rescue humans, we look at the remarkable connections people have with their pets in one of the most beautiful places on Earth, Hawaii. Each week learn about theses relationships and how they flourish in Paradise. The 30 minute show consists of compelling stories about people and their pets, information about pet health care, tips on pet training, and much more. The show's goal is to help nurture relationships between pet owners and their companions.

Other Matters (13 of 15)		Response
Program Title	Ariel, Zoey & Eli, Too (Secondary Digital Channel 4.3 COZI TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays at 9:30 am	
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.	Ariel, Zoey & Eli, Too, a musical variety show that is driven by three siblings, empowers children to accomplish their goals and their dreams. The show accomplishes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweet Company" which sends the positive message of friendship, and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow.	

Other Matters (14 of 15)		Response
Program Title	Veggie Tales (Secondary Digital Channel 4.3 COZI TV)	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays at 10:30 am	
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.	"Veggie Tales" is a children's series featuring animated vegetables who teach life lessons through delightfully entertaining stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with the problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. Without being preachy, the show communicates core values of honesty, kindness, forgiveness and appreciation for all, through entertaining characters and storylines.	

Other Matters (15 of 15)	Response
Program Title	The New Howdy Doody Show (Secondary Digital Channel 4.3 COZI TV)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 11:00 & 11:30 am
Total times aired at regularly scheduled time	26
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.	Howdy Doody is a 1975 series which is known to its viewers for Buffalo Bob in his cowboy attire and a cast of human characters such as Clarabell the Clown and Chief Thunderthud as well as puppets (i.e., Howdy Doody, Dilly Dally, Flub-a-Dub, etc.). Children sat on stage in the Peanut Gallery, thus making this show a forerunner of interactive programming we enjoy today. The primary value of the series is the educate and entertain elementary school-aged children. In addition, both older children and monitoring adults will find this series amusing and quite charming as Howdy Doody is a timeless character who has an interactive quality. Educationally, the series offers opportunities for parents and teachers to teach lessons related to language, character development, science, and listening skills.

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>	
I certify that this application includes all required and relevant attachments.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	<p>Joe Poss Vice President /General Manager</p> <p>07/08 /2016</p>

Attachments

No Attachments.