



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0002715563** | File Number: **0000011679** | Submit Date: **07/05/2016** | Call Sign: **WISC-TV** | Facility ID: **65143** |

City: **MADISON** | State: **WI**

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

**07/05/2016** | 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
TELEVISION WISCONSIN, INC. Doing Business As: TELEVISION WISCONSIN, INC.	7025 RAYMOND ROAD MADISON, WI 53719 United States	+1 (608) 271-4321	LCHARLES@WISCTV.COM	Company

Contact  
Representatives  
(2)

Contact Name	Address	Phone	Email	Contact Type
Jonathan Allen <i>Attorney</i> Rini O'Neil, PC	1200 New Hampshire Avenue, NW Washington, DC 20036 United States	+1 (202) 955- 3933	jallen@rinioneil.com	Legal Representative
LEONARD J. CHARLES <i>DIRECTOR OF ENGINEERING TELEVISION WISCONSIN, INC.</i>	WISC DT 7025 RAYMOND ROAD MADISON, WI 53719 United States	+1 (608) 277- 5154	LCHARLES@WISCTV. COM	Technical Representative

Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Madison
	Web Home Page Address	www.channel3000.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	168.0
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:	4.0
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(14)

Digital Core Program (1 of 14)	Response
Program Title	LUCKY DOG
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Lucky Dog
List date and time rescheduled	06/04/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	310
Reason for Preemption	Public Interest

Digital Core Program (2 of 14)	Response
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30am (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
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.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	Dr. Chris Pet Vet
List date and time rescheduled	06/04/2016 11:30 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	310
Reason for Preemption	Public Interest

Digital Core Program (3 of 14)	Response
Program Title	Henry Ford's Innovation Nation
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1

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.	The Henry Ford's INNOVATION NATION, hosted by Mo Rocca, features the celebration of the inventor's spirit - from historic scientific pioneers throughout past centuries to the forward-looking visionaries of today. Each episode tells the dramatic stories behind the world's greatest inventions, and the perseverance, passion and price required to bring them to life. The program includes segments focusing on 'what if it never happened' and 'the innovation by accident,' and has a strong focus on 'junior geniuses' who are changing the face of technology. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	Henry Ford's Innovation Nation
List date and time rescheduled	06/11/2016 11:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2016-06-04
Episode #	210
Reason for Preemption	Public Interest

Digital Core Program (4 of 14)	Response
Program Title	The Inspectors
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAYS AT 9:30AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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 INSPECTORS is a new scripted dramatic series set in Washington, D.C., inspired by compelling real cases handled by the United States Postal Inspection Service. In the series, Preston Wainwright (Bret Green), a determined teen who is thriving after being paralyzed in a car accident, works as an intern for his U.S. Postal Inspector mom, Amanda (Jessica Lundy), helping to solve crimes ranging from Internet scams, identity and mail theft, to consumer fraud. THE INSPECTORS strives to educate young people about making the right choices in their daily lives, encourages open communication between teens and parents and includes positive messaging regarding living with disabilities, overcoming challenges, beating the odds and the power of perseverance. Also starring in the series are Terry Serpico, Harrison Knight and Erica-Marie Sanchez. The United States Postal Inspection Service, the nation's oldest federal law enforcement agency, will serve as the show's official programming resource.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 14)		Response
Program Title		Chicken Soup For The Soul's Hidden Heroes
Origination		Network
Days/Times Program Regularly Scheduled		SATURDAY AT 10:00AM (AIRS ON WISC-TV)

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	CHICKEN SOUP FOR THE SOUL'S HIDDEN HEROES, hosted by Brooke Burke-Charvet, is a hidden camera television show developed for teens in which each episode reveals the widespread goodwill in our world by secretly capturing heroes in action as they demonstrate acts of kindness, compassion and commitment to others. Highlighted by funny, light-hearted moments, the show shines a bright light on everyday people who selflessly share their positive attitudes towards society and life with others by doing good deeds.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 14)	Response
Program Title	Game Changers With Kevin Frazier
Origination	Network
Days/Times Program Regularly Scheduled	AIRS AT 10:30AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	GAME CHANGERS, hosted by Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 14)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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 adventure/travel show takes teens, ages 13 to 16, on incredible journeys all over the world. The show is designed to educate, inform and entertain kids about the world around them by traveling to different countries to learn about the culture and indigenous people.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 14)	Response
Program Title	Xploration Fab Lab
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	This half-hour weekly series produced for the 13-16 target audience will certainly attract viewers of all ages. FabLab will bring the worlds of science, technology, and innovation to life. Designed to be fast and exciting, each episode will consist of multiple, short-story segments based on a central topic. Fun, young hosts will be there tying it all together, keeping the pace tight and energy high. Star power will be used to supercharge the storylines. Each episode will feature a relevant celebrity with science and tech back grounds. Each FabLab episode will focus on a relevant global issue and what's being done to solve it. Using real-live examples, FabLab will illustrate how all the STEM disciplines work together to improve our lives and make the world better. FabLab is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' interest in the field of STEM education.

Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes
--	-----

Digital Core Program (9 of 14)	Response
Program Title	Xploration Awesome Planet
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:00AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	Produced primarily for the 13-16 target audience, Xploration Awesome Planet will inspire and educate anyone interested in earth sciences. Our host, Philippe Cousteau, the grandson of legendary Jacques Cousteau, brings boundless energy to every location we visit. From magnificent mountains to violent volcanoes, this program takes an in-depth look at the unique and distinct features on planet Earth. We not only visit gigantic glaciers and behold their beauty but also discover why they formed, and how they shaped our landscape. Geological experts share their wisdom with Philippe, as we strive to understand places on the earth, inside the earth, and above the earth.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 14)	Response
Program Title	Xploration Outer Space
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	This half-hour weekly series produced for the 13-16 target audience will certainly attract viewers of all ages. Each week our host Emily Calandrelli will take viewers on incredible journeys through space that will both entertain and educate. Ever wonder what it would be like to live in space or on a different planet? Watch our host try to perform every day responsibilities while floating in zero gravity. Explore the challenges that come along with living on a different planet as our host lives like an astronaut in a Mars-like habitat. We will have episodes on space robotics, commercial space tourism, asteroids, and our search for life, among many others. When appropriate, the host will highlight NASA related programs and internships for young students that are relevant to the content we have shown.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 14)	Response
Program Title	ECO Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:00am (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides practical tips that teens, and people of all ages can use in their daily lives.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 14)	Response
---------------------------------	----------

Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:30AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	Wild About Animals is a weekly half-hour animal magazine series that airs 52 weeks of the year. The show is hosted by Emmy-award winning actress Mariette Hartley, who has committed herself to working for animal rights over the past 20 years. The series is produced for children 13-16. The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well to educate them further about animals they see everyday.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 14)	Response
Program Title	Zoo Clues
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:00am (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	On Zoo Clues we tackle the animal kingdom's most mind-blowing questions: Can birds fly backwards? Could a whale really swallow a person? How do animals with no external ears hear? Do dogs sweat? What animal is used for bone grafts? Why do zebras have stripes and leopards spots? Are bats birds? Are whales fish? Are insects animals? Each episode tackles a dozen or more amazing animal questions. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the entire animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 14)	Response
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:30am (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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 producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (6)

Non-Core Educational and Informational Programming (1 of 6)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	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.	Made in Hollywood: Teen Edition is an FCC-friendly, educational / informational, nationally-syndicated weekly series. Its core programming targets 13-16 year-old teens with segments ranging from coverage of animation and producing and directing to costume design, casting, and 3D technology. The content-rich spin-off introduces its audience to behind-the-scenes film making, special effects techniques, and career opportunities focusing on the creative, technical, and artistic skills of the motion picture and television industries.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 6)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAY 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13

Number of Preemptions	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 Rescue exerts a positive influence on young viewers through its themes of respect and compassion for all living creatures, its information on medical rehabilitation treatments, the techniques and teamwork of rescue personnel it shows, and the safety advice that concludes each episode. Additionally, it educates young viewers about the animals themselves, their habitats, development and behavior, and it also promotes awareness of important environmental issues.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 6)	Response
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	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.	Live Life and Win! is a weekly, curriculum-blended, Educational / Informational, nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement, and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions.

Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

**Date and Time Aired:**

Questions	Response
<b>Non-Core Educational and Informational Programming (4 of 6)</b>	<b>Response</b>
Program Title	TIME FOR KIDS VIGNETTES
Origination	Local
Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON TVW)
Total times aired at regularly scheduled time:	321
Number of Preemptions	0
Length of Program	1 mins
Age of Target Child Audience	8 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for 2016 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic. WISC-TV's focus for Time For Kids: Recipe For Health. Children's physical health continues to be a huge issue in our community. Doctors are seeing obesity at alarming rates and all young people can benefit from a healthier diet and more physical activity. Our reporting aims to give parents and kids helpful ideas to lead a healthier life.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No

Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No
--	----

Date and Time Aired:

Questions	Response
<b>Non-Core Educational and Informational Programming (5 of 6)</b>	
Program Title	REAL LIFE 101
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAYS 5:30AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	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.	Have you ever wondered what you might want to do for the rest of your life? Well, Real Life 101, which is aimed at teens and young adults, introduces you to real people doing real jobs. From doctors, lawyers and veterinarians to career counselors, drug counselors, and special effects directors, we cover them all. Join our energetic hosts for a weekly half-hour of fun and entertainment.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

Date and Time Aired:

Questions	Response
<b>Non-Core Educational and Informational Programming (6 of 6)</b>	
Program Title	TIME FOR KIDS VIGNETTES
Origination	Local
Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON WISC-TV)

Total times aired at regularly scheduled time:	85
Number of Preemptions	0
Length of Program	1 mins
Age of Target Child Audience	8 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for 2016 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic. WISC-TV's focus for Time For Kids: Recipe For Health. Children's physical health continues to be a huge issue in our community. Doctors are seeing obesity at alarming rates and all young people can benefit from a healthier diet and more physical activity. Our reporting aims to give parents and kids helpful ideas to lead a healthier life.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

**Date and Time Aired:**

Questions	Response
-----------	----------

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	JILL SOMMERS
Address	7025 RAYMOND ROAD
City	MADISON
State	WI
Zip	53719
Telephone Number	(608) 271-4321
Email Address	jsommers@wisctv.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 (20)

Other Matters (1 of 20)	Response
Program Title	LUCKY DOG
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-TV)
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 trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 20)	Response
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON WISC-TV)
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.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
--	--

Other Matters (3 of 20)	Response
Program Title	Henry Ford's Innovation Nation
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM (AIRS ON WISC-TV)
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 Henry Ford's INNOVATION NATION, hosted by Mo Rocca, features the celebration of the inventor's spirit - from historic scientific pioneers throughout past centuries to the forward-looking visionaries of today. Each episode tells the dramatic stories behind the world's greatest inventions, and the perseverance, passion and price required to bring them to life. The program includes segments focusing on 'what if it never happened' and 'the innovation by accident,' and has a strong focus on 'junior geniuses' who are changing the face of technology. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 20)	Response
Program Title	The Inspectors
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-TV)

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 INSPECTORS is a new scripted dramatic series set in Washington, D.C., inspired by compelling real cases handled by the United States Postal Inspection Service. In the series, Preston Wainwright (Bret Green), a determined teen who is thriving after being paralyzed in a car accident, works as an intern for his U.S. Postal Inspector mom, Amanda (Jessica Lundy), helping to solve crimes ranging from Internet scams, identity and mail theft, to consumer fraud. THE INSPECTORS strives to educate young people about making the right choices in their daily lives, encourages open communication between teens and parents and includes positive messaging regarding living with disabilities, overcoming challenges, beating the odds and the power of perseverance. Also starring in the series are Terry Serpico, Harrison Knight and Erica-Marie Sanchez. The United States Postal Inspection Service, the nation's oldest federal law enforcement agency, will serve as the show's official programming resource.

Other Matters (5 of 20)	Response
Program Title	Chicken Soup for the Soul's Hidden Heroes
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-TV)
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.	CHICKEN SOUP FOR THE SOUL'S HIDDEN HEROES, hosted by Brooke Burke-Charvet, is a hidden camera television show developed for teens in which each episode reveals the widespread goodwill in our world by secretly capturing heroes in action as they demonstrate acts of kindness, compassion and commitment to others. Highlighted by funny, light-hearted moments, the show shines a bright light on everyday people who selflessly share their positive attitudes towards society and life with others by doing good deeds.

Other Matters (6 of 20)	Response
Program Title	Game Changers With Kevin Frazier
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30am (AIRS ON WISC)

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.	GAME CHANGERS, hosted by Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 20)	Response
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	10
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 adventure/travel show takes teens, ages 13 to 16, on incredible journeys all over the world. The show is designed to educate, inform and entertain kids about the world around them by traveling to different countries to learn about the culture and indigenous people.

Other Matters (8 of 20)	Response
Program Title	Xploration Fablab
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	10

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 half-hour weekly series produced for the 13-16 target audience will certainly attract viewers of all ages. FabLab will bring the worlds of science, technology, and innovation to life. Designed to be fast and exciting, each episode will consist of multiple, short-story segments based on a central topic. Fun, young hosts will be there tying it all together, keeping the pace tight and energy high. Star power will be used to supercharge the storylines. Each episode will feature a relevant celebrity with science and tech back grounds. Each FabLab episode will focus on a relevant global issue and what's being done to solve it. Using real-live examples, FabLab will illustrate how all the STEM disciplines work together to improve our lives and make the world better. FabLab is a half-hour weekly E/I series produced with the intention of increasing and expanding our target audience' interest in the field of STEM education.

Other Matters (9 of 20)	Response
Program Title	Xploration Awesome Planet
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:00am (AIRS ON TV)
Total times aired at regularly scheduled time	10
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.	Produced primarily for the 13-16 target audience, Xploration Awesome Planet will inspire and educate anyone interested in earth sciences. Our host, Philippe Cousteau, the grandson of legendary Jacques Cousteau, brings boundless energy to every location we visit. From magnificent mountains to violent volcanoes, this program takes an in-depth look at the unique and distinct features on planet Earth. We not only visit gigantic glaciers and behold their beauty but also discover why they formed, and how they shaped our landscape. Geological experts share their wisdom with Philippe, as we strive to understand places on the earth, inside the earth, and above the earth.

Other Matters (10 of 20)	Response
Program Title	Xploration Outer Space
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:30AM (AIRS ON TVW)

Total times aired at regularly scheduled time	10
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 new half-hour weekly series produced for the 13-16 target audience will certainly attract viewers of all ages. Each week our host Emily Calandrelli will take viewers on incredible journeys through space that will both entertain and educate. Ever wonder what it would be like to live in space or on a different planet? Watch our host try to perform every day responsibilities while floating in zero gravity. Explore the challenges that come along with living on a different planet as our host lives like an astronaut in a Mars-like habitat. We will have episodes on space robotics, commercial space tourism, asteroids, and our search for life, among many others. When appropriate, the host will highlight NASA related programs and internships for young students that are relevant to the content we have shown.</p>

Other Matters (11 of 20)	Response
Program Title	ECO COMPANY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM (AIRS ON TVW)
Total times aired at regularly scheduled time	10
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>Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides practical tips that teens, and people of all ages can use in their daily lives.</p>

Other Matters (12 of 20)	Response
Program Title	ZOO Clues
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:00am (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On Zoo Clues we tackle the animal kingdom's most mind-blowing questions: Can birds fly backwards? Could a whale really swallow a person? How do animals with no external ears hear? Do dogs sweat? What animal is used for bone grafts? Why do zebras have stripes and leopards spots? Are bats birds? Are whales fish? Are insects animals? Each episode tackles a dozen or more amazing animal questions. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the entire animal kingdom.
Other Matters (13 of 20)	Response
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30 (AIRS ON TVW)
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 producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Other Matters (14 of 20)	Response
Program Title	Wild About Animals
Origination	Syndicated

Days/Times Program Regularly Scheduled	SATURDAYS @ 9:30 (AIRS ON TVW)
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.	Wild About Animals is a weekly half-hour animal magazine series that airs 52 weeks of the year. The show is hosted by Emmy-award winning actress Mariette Hartley, who has committed herself to working for animal rights over the past 20 years. The series is produced for children 13-16. The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well to educate them further about animals they see everyday.

Other Matters (15 of 20)	Response
Program Title	Expedition Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:00am on WISC-DT2
Total times aired at regularly scheduled time	2
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.	Expedition Wild is hosted by wildlife expert Casey Anderson and showcases his animal companions on a n innovative and action-packed odyssey through North America's wild places. He will bring audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.

Other Matters (16 of 20)	Response
Program Title	Ocean Mysteries with Jeff Crowin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:30am on WISC-DT2
Total times aired at regularly scheduled time	2
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.	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 experiences. Produced for 13-16 year-olds, the show will show how animals share the same behaviors, challenges and triumphs as humans.
--	--

**Other Matters (17 of 20)**

**Response**

Program Title	Dog Town, USA
---------------	---------------

Origination	Syndicated
-------------	------------

Days/Times Program Regularly Scheduled	Saturdays @ 8:00am on WISC-DT2
--	--------------------------------

Total times aired at regularly scheduled time	2
---	---

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.	Dog Town, USA is a story of the men and women who devote their lives to the healing and happiness of dogs - from every corner of the nation. Built on 33,000 acres of pristine land in Utah, Dog Town, USA is the nation's preeminent facility dedicated to finding safe homes for abandoned dogs. Dog Town, USA is produced for ages 13-16 and will inspire young people to pursue their dreams while valuing the importance of dedicating oneself to the greater good of community and family. The series demonstrates the powerful interaction between humans and animals with a focus on our canine companions. Dog Town, USA educates and informs the audience about canine training techniques and creating healthy environments for dogs. Dog Town, USA's trained experts teach teen viewers how to be a responsible pet owner and maintain a safe and healthy lifestyle for both family and pet. Viewers will get to know and care about these dogs and the heroes who do whatever it takes to give them a second chance.
--	---

**Other Matters (18 of 20)**

**Response**

Program Title	Brain Games: Family Edition
---------------	-----------------------------

Origination	Syndicated
-------------	------------

Days/Times Program Regularly Scheduled	Saturdays @ 8:30am on WKBT-DT2
--	--------------------------------

Total times aired at regularly scheduled time	2
---	---

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.	Produced for children aged 13-16, Brain Games: Family Edition is a weekly half-hour series that explores the fascinating components of the human brain and how they shape our perceptions and everyday lives. Hosted by Jason Silva, Brain Games: Family Edition opens each episode with an exercise for your mind which will often leave you scratching your head. These exercises will serve as a jumping-off point for a deep dive into the reality of human perception and the fascinating ways that our brain functions. Each week, Host Jason Silva will explore a variety of different topics including visual perception, memory, skill learning, decision making, and many more. Brain Games: Family Edition educates and inspires viewers by presenting a series of experiments and activities designed to help people improve cognitive function and use their brains better, smarter and faster.

Other Matters (19 of 20)	Response
Program Title	Hatched
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 9:00am on WISC-DT2
Total times aired at regularly scheduled time	2
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.	Hatched is an educational and informational series dedicated to teaching children aged 13-16 about how to successfully pursue their entrepreneurial dreams. Each week, a season team of business leaders instructs entrepreneurs about the basic but critical business skills needed to bring a product from concept to the marketplace. A unique program that combines entertainment with business school, Hatched will focus on the skills needed to launch a product. It will help young people develop the confidence and business savvy to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies. Hatched brings young entrepreneurs to the table encouraging them to step up and seize their dreams.
--	---

Other Matters (20 of 20)	Response
Program Title	Recipe Rehab
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 9:30am on WKBT-DT2
Total times aired at regularly scheduled time	2

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In this weekly half-hour competition-style series developed and produced to educate and inform viewers ages 13-16, it is chef against chef in a recipe makeover challenge. Viewers will submit their favorite, decadent, high-calorie, classic family recipes and two acclaimed chefs will face off in a head-to-head competition to give the recipes a low-calorie twist. The audience will learn the value of healthy, wholesome ingredients and how healthy food choices can have positive effects on our quality of life. Special guests will serve as judge and jury.

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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>Craig Bursaw</b> <i>Programming Department</i></p> <p>07/05/2016</p>

Attachments

File Name	Uploaded By	Attachment Type	Description	Upload Status
<a href="#">Race for the Cure.docx</a>	Applicant	All Purpose		Done with Virus Scan and/or Conversion