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Children's Television Programming Report

FRN: **0030884589** | File Number: **0000014560** | Submit Date: **10/05/2016** | Call Sign: **WKOW** | Facility ID: **64545** | City:  
**MADISON** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/05/2016** | Filing Status: **Active**

Report reflects information for : Third 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
<b>WKOW LICENSE, LLC</b> Doing Business As: WKOW LICENSE, LLC	Bob Goessling P.O. BOX 909 QUINCY, IL 62306 United States	+1 (217) 223-5100	bgoessling@wkow.com	Company

Contact  
Representatives  
(1)

Contact Name	Address	Phone	Email	Contact Type
Stephen Hartzell Brooks, Pierce et al.	1800 Raleigh, NC 27602 United States	+1 (919) 839-0300	shartzell@brookspierce.com	Legal Representative

Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC,MeTV,Decades
	Nielsen DMA	Madison
	Web Home Page Address	www.wkow.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.35
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(20)

Digital Core Program (1 of 20)	Response
Program Title	Jack Hannah's Wild Countdown (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00AM-8:30AM CT
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.	Wildlife expert and animal ambassador, Jack Hannah, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hannah's Wild Countdown.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 20) Response	
Program Title	Ocean Mysteries with Jeff Corwin (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30AM-9:00AM CT
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.	The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 - and beyond - by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know - and care - about these heroes, and all of the fascinating life teeming in our oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 20) Response	
Program Title	Sea Rescue (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00AM-9:30AM CT

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

Digital Core Program (4 of 20)	
	Response
Program Title	Wildlife Docs (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30AM-10:00AM CT
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.	The Wildlife Docs will follow the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care!
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 20)	Response
Program Title	Rock the Park (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:00AM-10:30AM CT
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
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.	Rock the Park is a live action half hour television program designed to meet the educational and informational needs of children. Hosts Jack Steward and Colton Smith come face to face with nature and some of the most awe inspiring places on earth.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes



Digital Core Program (6 of 20)		Response
Program Title	Born To Explore (27.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturday 10:30AM-11:00AM CT	
Total times aired at regularly scheduled time	12	
Total times aired	12	
Number of Preemptions	1	
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.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes.	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

Digital Core Program (7 of 20)		Response
Program Title	Sports Stars of Tomorrow (27.1)	

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00AM-11:30AM CT through September 3rd 2016
Total times aired at regularly scheduled time	9
Total times aired	9
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.	Sports Stars of Tomorrow provides information and examples of how teenage contemporaries, can and are achieving positive things through the disciplines and dedication experienced in sports, through team and individual competition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 20)		Response
Program Title		Green Screen Adventures (27.2)
Origination		Network
Days/Times Program Regularly Scheduled		Sunday 7:00AM-7:30AM CT
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	7 years to 13 years	

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

Digital Core Program (9 of 20)	Response
Program Title	Green Screen Adventures (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:30AM-8:00AM CT
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce critical writing skills and share positive social messages. Our educational mission emphasizes the four "C"s as well as the three "R"s - Curiosity, Confidence, Citizenship, Compassion.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (10 of 20)	Response
Program Title	Animal Rescue E/I (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:00-9:30 AM CT
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.	Eight time Emmy-nominated "Animal Rescue" is a weekly half-hour television series showcasing the heroic efforts of people helping animals. Host Alex Paen and "Animal Rescue" cameras travel around the world capturing these dramatic rescues.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 20)	Response
Program Title	Animal Rescue E/I (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30-10:00 AM CT
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.	Eight time Emmy-nominated "Animal Rescue" is a weekly half-hour television series showcasing the heroic efforts of people helping animals. Host Alex Paen and "Animal Rescue" cameras travel around the world capturing these dramatic rescues.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 20)	Response
Program Title	Wonderful World E/I (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00-10:30 AM CT
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.	Wonderful World travels around the world to learn about different species and how they survive from deserts and rainforests to oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 20)	Response
Program Title	Wonderful World E/I (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:30-11:00 AM CT
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.	Wonderful World travels around the world to learn about different species and how they survive from deserts and rainforests to oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 20)	Response
Program Title	Missing: Cold Cases E/I (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:00-11:30 AM CT
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.	Missing is a half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. The program includes tips and information to keep children safe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 20)	Response
Program Title	Missing: Cold Cases E/I (27.3)
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30-12:00 PM CT
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.	Missing is a half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. The program includes tips and information to keep children safe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 20)	Response
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Program Title	Into the Outdoors (27.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sunday 10:30AM-11:00AM CTthrough August 21st 2016
Total times aired at regularly scheduled time	8
Total times aired	8
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	7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What children's program takes kids all the way from standing tree to finished paper? What kids' show invites viewers to undertand not only the "you should do it" but the "why" behind energy conservation? What boy and girl oriented onscreen entertainment acutally enlightens just as much as it entertains? Into the Outdoors. Watching an episode of Into the Outdoors makes kids want to get up and go outside to explore, discover, understand and enjoy the natural world first hand. Part science lesson, part travelogue, part exploration of the ooeey, gooey and gross, Into the Outdoors has achieved its award winning success by serving up stories that captivate kids.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 20)		Response
Program Title		Jack Hannah Into the Wild (27.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday 11:00AM-11:30AM CT through August 21st 2016
Total times aired at regularly scheduled time		8
Total times aired		8

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.	This series is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animals facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 20)		Response
Program Title		Saved By the Bell (27.2)
Origination		Network
Days/Times Program Regularly Scheduled		Sunday 9 am, 9:30 am, 10 am, 10:30 am
Total times aired at regularly scheduled time		52
Total times aired		52
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.	"Saved By The Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as dealing with the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 20)		Response
Program Title		Into the Outdoors (27.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday 11:00AM-11:30AM CT (As of August 28th, 2016)
Total times aired at regularly scheduled time		5
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		What children's program takes kids all the way from standing tree to finished paper? What kids' show invites viewers to understand not only "you should do it" but the "why?" behind energy conservation? What boy and girl oriented onscreen entertainment actually enlightens just as much as it entertains? Into the Outdoors makes kids want to get up and go outside to explore, discover, understand and enjoy the natural world first hand. Part science lesson, part travelogue, part exploration of the ooey, gooey, and gross, Into the Outdoors has achieved its award winning success by serving up stories that captivate kids.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (20 of 20)		Response
Program Title		Jack Hannah Into The Wild (27.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sunday 11:30AM-12:00PM CT (As of August 28th 2016)
Total times aired at regularly scheduled time		5
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This series is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animal facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

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	Bob Goessling
Address	5727 Tokay Blvd
City	Madison
State	WI
Zip	53719
Telephone Number	(608) 661-2770
Email Address	bgoessling@wkow.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.	<p>3RD QUARTER CHILDRENS REPORT JULY MADISON MALLARDS BOBBLEHEAD NIGHTS SPONSORED BY WKOW JULY 14 17 30. AUGUST 4 9. BE ONE OF THE FIRST 1000 PEOPLE THROUGH THE GATES AT THE MADISION MALLARDS BASEBALL GAME AND RECEIVE A BOBBLEHEAD FROM WKOW. CONCERTS ON THE SQUARE JULY 6 13 20 AUGUST 23 ALL MONTH LONG WKOW SPONSORED WEDNESDAY CONCERTS ON THE SQUARE. BRING YOUR BLANKET AND ENJOY SOME OF THE BEST MUSIC MADISON HAS TO OFFER. ITS FUN FOR THE WHOLE FAMILY. ART FAIR ON THE SQUARE SPONSORED BY WKOW JULY 9 10 ITS RATED AS ONE OF THE BEST IN AMERICA. 450 ARTISTS, LIVE MUSIC, DELICIOUS FOOD, KIDS ARE FRONT AND CENTER AT ART FAIR ON THE SQUARE KIDS AREA. GAMES, CONTESTS, AND ART PROJECTS GALORE INCLUDE ART PROJECT TENT, FACE PAINTING, HULA HOOP CONTEST, TODDLER AREA, BOUNCY TENT AND PETTING ZOO. STOP BY THE WKOW BOOTH AND SPIN OUR PRIZE WHEEL TO WIN GREAT PRIZES. MDA FREEDOM RIDE SPONSORED BY WKOW JULY 9 10 JOIN HUNDREDS OF RIDERS ON A ONE HUNDRED MILE MOTORCYCLE RIDE TO BENEFIT CHILDREN WITH MUSCULAR DYSTROPHY. THIS YEAR WE RAISED OVER 100,000 DOLLARS. OPERA IN THE PARK SPONSORED BY WKOW JULY 23RD OPERA IN THE PARK IS MADISON OPERAS GIFT TO THE COMMUNITY. A NIGHT LIKE NO OTHER. THE STARS APPEAR IN THE SKY OVER GARNER PARK, THE LIGHT STICKS GLOW IN THE AUDIENCE AND SINGERS TAKE THE STAGE TO SHARE THEIR FAVORITE ARIAS AND ENSEMBLES FROM OPERA AND BROADWAY. OPERA IN THE PARK IS A FREE COMMUNITY EVENT FOR ALL AGES. WKOW SPONSORS AND PROVIDES AN EMCEE FOR THE EVENT. MADISON MUSCLE TEAM JULY 28 MDAS MUSCLE TEAM IS A HIGH PROFILE SPORTS EVENT WHERE WISCONSIN ATHLETES AND COACHES JOIN TOGETHER TO WORK FOR THE FAMILIES MDA SERVES. EACH ATHLETE IS PAIRED WITH AN MDA BUDDY, A LOCAL CHILD LIVING WITH MUSCLE DISEASE, FOR AN UNFORGETTABLE EVENING OF ONE ON ONE INTERACTION WITH ATHLETES, ENTERTAINMENT, LIVE AND SILENT AUCTIONS. WAUNAFEST PARADE JULY 21 WKOW PARTICIPATED IN THE WAUNAFEST PARADE AND HOSTED THE LIVE COMMUNITY CHANNEL BROADCAST. ANCHORS AND REPORTERS WALKED AND HANDED OUT CANDY TO THOUSANDS OF PEOPLE. AUGUST KEEP WISCONSIN WARM GOLF OUTING AUGUST 2 GOLF OUTING TO BENEFIT KWWF A STATEWIDE NONPROFIT PUBLIC PRIVATE PARTNERSHIP THAT STEPS IN AND KEEPS THE HEAT AND POWER ON FOR THOUSANDS OF FAMILIES IN CRISIS. MANY OF THESE HOUSEHOLDS PAY 50 PERCENT OF THEIR MONTHLY INCOME TOWARD ENERGY COSTS. AMERICAN HEART ASSOCIATION HEART WALK SPONSORED BY WKOW AUGUST 28 JOIN HUNDREDS OF WALKERS FOR A 5K OR 10K WALK TO BENEFIT CHILDREN AND ADULTS WITH HEART DISEASE. WKOW SPONSORS AND PROVIDES AN MC FOR THIS EVENT. THIS YEAR WE RAISED OVER 252000 DOLLARS. SEPTEMBER TASTE OF MADISON SPONSORED BY WKOW SEPTEMBER 3 4 MADISONS ANNUAL LABOR DAY CELEBRATION WITH HUNDREDS OF FOOD BOOTHS AND ENTERTAINMENT FOR ALL AGES. 60000 DOLLARS WAS RAISED THROUGHOUT THE WEEKEND THAT GOES TO 49 DIFFERENT NONPROFIT AGENCIES AND CHARITIES THROUGHOUT THE AREA. JANESVILLE WALK TO END ALZHEIMERS SEPTEMBER THE WALK WAS ATTENDED BY OVER 1000 PEOPLE AND WKOW HELPED RAISE 437,571 TO HELP WITH ALZHEIMERS CARE, SUPPORT, AND RESEARCH. PEOPLE OF ALL AGES PARTICIPATED. WKOW SPONSORS AND PROVIDES AN EMCEE FOR THIS EVENT. BADGER BASH SEPTEMBER 10 17 TAILGATE BEFORE UW FOOTBALL GAMES AT UNION SOUTH. DONT MISS THE FUN OF THE LONGEST RUNNING TAILGATE ON CAMPUS. JOIN WKOW FOR GREAT FOOD, GAMES, AND ACTIVITIES FOR ALL AGES, INCLUDING LIVE MUSIC FROM THE UW MARCHING BAND. CELEBRATE HOMECOMING AT BADGER BASH. AMERICAN HEART ASSOCIATION HEART WALK SEPTEMBER 24 THE AMERICAN HEART ASSOCIATION IS THE LARGEST VOLUNTARY HEALTH ASSOCIATION WORKING TO PREVENT TREAT AND DEFEAT HEART DISEASE, STROKE, AND OTHER CARDIOVASCULAR DISEASES. THESE DISEASES, THE NATIONS NUMBER ONE AND NUMBER THREE KILLERS CLAIM MORE THAN 85000 LIVES PER YEAR. WKOW HELPED RAISE A RECORD 465808 DOLLARS. BREAKING NEWS COVERAGE ON SATURDAY JULY 16TH FROM 1014AM TO 1030AM, "ROCK THE PARK" WAS INTERRUPTED ON CH 27-1 DUE TO ABC NEWS LIVE BREAKING COVERAGE OF THE ANNOUNCEMENT OF THE REPUBLICAN VICE PRESIDENTIAL NOMINEE. IN ADDITION, "BORN TO EXPLORE" (SATURDAY JULY 16TH 1030AM TO 1100AM ON CH 27-1) WAS ENTIRELY PREEMPTED BY THE SAME SPECIAL REPORT.</p>
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Other Matters (22)

Other Matters (1 of 22)	Response
Program Title	Jack Hannah's Wild Countdown (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:00AM-8:30AM CT
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife expert and animal ambassador, Jack Hannah, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,' 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hannah's Wild Countdown.

Other Matters (2 of 22)	Response
Program Title	Ocean Treks with Jeff Corwin (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 8:30AM-9:00AM CT
Total times aired at regularly scheduled time	14
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 VIEWERS AGED 13 TO 16, OCEAN TREKS WITH JEFF CORWIN IS HOSTED BY EMMY AWARD WINNING HOST JEFF CORWIN. IN THIS WEEKLY HALF HOUR SERIES JEFF EMBARKS ON JOURNEYS TO FASCINATING GLOBAL LOCATIONS MOST PEOPLE HAVE ONLY DREAMED OF VISITING. EACH EPISODE BRINGS JEFF TO A UNIQUE AREA OF THE WORLD WHERE HE WILL EXPLORE THE AREAS NATURAL WONDERS TO BRING VIEWERS CLOSER TO NATURE, WILDLIFE AND MANMADE TREASURES. FROM MOUNTAIN CLIMBS TO DEEP SEA DIVES, HELICOPTER RIDES AND GLACIER TREKS, JEFF BRINGS YOUNG AUDIENCES THE INSPIRATIONAL TRIP OF A LIFETIME.
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Other Matters (3 of 22)	Response
Program Title	Sea Rescue (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:00AM-9:30AM CT
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances - release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real-life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Other Matters (4 of 22)	Response
Program Title	The Wildlife Docs (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 9:30AM-10:00AM CT
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Wildlife Docs will follow the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care!
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Other Matters (5 of 22)	Response
Program Title	Rock the Park (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:00AM-10:30AM CT
Total times aired at regularly scheduled time	14
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 is a live action, half-hour television program designed to meet the educational and informational needs of children. Hosts Jack Steward and Colton Smith come face to face with nature and some of the most awe inspiring places on earth.

Other Matters (6 of 22)	Response
Program Title	Outback Adventures with Tim Faulkner (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	14
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 IS A LIVE ACTION HALF HOUR TELEVISION PROGRAM DESIGNED TO MEET THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN. PRODUCED FOR AGES 13 TO 16 THIS EDUCATIONAL AND INFORMATIONAL PROGRAM IS HOSTED BY WILDLIFE EXPERT TIM FAULKNER. VIEWERS WILL BE PROVIDED WITH AN EYE OPENING EXPERIENCE AS TIM, ANIMAL EXPERT AND WILDLIFE PARK OPERATIONS MANAGER, SHOWCASES THE BEAUTY AND WONDER OF THE NATURAL WORLD. AUDIENCES WILL BE BROUGHT CLOSER TO THE NATURAL WORLD AS TIM EXPLORES THE HABITATS AND ADVENTURES OF CREATURES OF ALL SIZES, INCLUDING A GIANT GALAGAGOS TORTOISE, A BABY WOMBAT, THE FLYING FOX, AND EVEN A NEWLY DISCOVERED SPECIES OF BIRDS.

Other Matters (7 of 22)	Response
Program Title	Into the Outdoors (27.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sunday 11:00AM-11:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	What children's program takes kids all the way from standing tree to finished paper? What kids' show invites viewers to undertand not only the "you should do it" but the "why" behind energy conservation? What boy and girl oriented onscreen entertainment acutally enlightens just as much as it entertains? Into the Outdoors. Watching an episode of Into the Outdoors makes kids want to get up and go outside to explore, discover, understand and enjoy the natural world first hand. Part science lesson, part travelogue, part exploration of the ooeey, gooey and gross, Into the Outdoors has achieved its award winning success by serving up stories that captivate kids.

Other Matters (8 of 22)	Response
Program Title	Jack Hannah Into the Wild (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday 11:30AM-12:00 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series is based around Jack traveling the world with his friends and family, taking the viewer to his favorite destinations and introducing them to new and amazing creatures each week. Throughout Jack's travels he raises awareness of different cultures, geography and spectacular animals and animals facts, while teaching children the importance of stewardship of our environment through his documented donations to conservation efforts worldwide.

Other Matters (9 of 22)	Response
Program Title	Saved By The Bell (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 9:00AM- 9:30AM CT

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	School's in session and the kids of Bayside High are back in class on MeTV! Saved by the Bell is the 1989-1993 teen classic that follows the exploits of Zack (the cool trouble maker), Kelly (the All-Americn girl), Slater (the kindhearted jock), Jessie (the brain), Screech (the nerd), Lisa (the fashionable one) and Principal Belding. Revered by a generation, it's a good-time get-together that isn't afraid to tackle the occasional serious and teen-relevant subject.

Other Matters (10 of 22)	Response
Program Title	Saved By The Bell (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 9:30AM-10:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	School's in session and the kids of Bayside High are back in class on MeTV! Saved by the Bell is the 1989-1993 teen classic that follows the exploits of Zack (the cool trouble maker), Kelly (the All-Americn girl), Slater (the kindhearted jock), Jessie (the brain), Screech (the nerd), Lisa (the fashionable one) and Principal Belding. Revered by a generation, it's a good-time get-together that isn't afraid to tackle the occasional serious and teen-relevant subject.

Other Matters (11 of 22)	Response
Program Title	Saved By The Bell (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10:00AM-10:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	School's in session and the kids of Bayside High are back in class on MeTV! Saved by the Bell is the 1989-1993 teen classic that follows the exploits of Zack (the cool trouble maker), Kelly (the All-Americn girl), Slater (the kindhearted jock), Jessie (the brain), Screech (the nerd), Lisa (the fashionable one) and Principal Belding. Revered by a generation, it's a good-time get-together that isn't afraid to tackle the occasional serious and teen-relevant subject.

Other Matters (12 of 22)	Response
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Program Title	Saved By The Bell (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 10:30AM-11:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	School's in session and the kids of Bayside High are back in class on MeTV! Saved by the Bell is the 1989-1993 teen classic that follows the exploits of Zack (the cool trouble maker), Kelly (the All-American girl), Slater (the kindhearted jock), Jessie (the brain), Screech (the nerd), Lisa (the fashionable one) and Principal Belding. Revered by a generation, it's a good-time get-together that isn't afraid to tackle the occasional serious and teen-relevant subject.

Other Matters (13 of 22)	Response
Program Title	Animal Rescue E/I 27.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:00-9:30 AM CT
Total times aired at regularly scheduled time	14
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 Rescue" is a weekly half-hour television series showcasing the heroic efforts of people helping animals. "Animal Rescue" cameras travel around the world capturing these dramatic rescues. .

Other Matters (14 of 22)	Response
Program Title	Animal Rescue E/I 27.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30-10:00 AM CT
Total times aired at regularly scheduled time	14
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 Rescue" is a weekly half-hour television series showcasing the heroic efforts of people helping animals. "Animal Rescue" cameras travel around the world capturing these dramatic rescues. .

Other Matters (15 of 22)	Response
Program Title	Wonderful World E/I 27.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00-10:30 AM CT
Total times aired at regularly scheduled time	14

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.	Wonderful World travels around the world to learn about different animal species and how they survive from deserts and rainforests to oceans.
<b>Other Matters (16 of 22)</b>	<b>Response</b>
Program Title	Wonderful World E/I 27.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:30-11:00 AM CT
Total times aired at regularly scheduled time	14
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.	Wonderful World travels around the world to learn about different animal species and how they survive from deserts and rainforests to oceans.
<b>Other Matters (17 of 22)</b>	<b>Response</b>
Program Title	Missing: Cold Cases E/I 27.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:00-11:30 AM CT
Total times aired at regularly scheduled time	14
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.	Missing is a half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. The program includes tips and information to keep children safe.
<b>Other Matters (18 of 22)</b>	<b>Response</b>
Program Title	Missing: Cold Cases E/I 27.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11:30-12:00 AM CT
Total times aired at regularly scheduled time	14
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.	Missing is a half-hour reality series featuring actual cases of missing individuals, both adult and juvenile, from across the United States. The program includes tips and information to keep children safe.
<b>Other Matters (19 of 22)</b>	<b>Response</b>
Program Title	Beakman's World (27.2)
Origination	Network

Days/Times Program Regularly Scheduled	Sunday 7:00AM - 7:30AM
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.	BEAKMANS WORLD FEATURES AN ECCENTRIC SCIENTIST AND HIS COMPANIONS USE EXPERIMENTS, INTERVIEWS, AND ANIMATION IN RESPONSE TO VIEWER QUESTIONS, IN ORDER TO ILLUSTRATE VARIOUS SCIENTIFIC CONCEPTS.

Other Matters (20 of 22)	Response
Program Title	Beakman's World (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 7:30AM - 8:00AM
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.	BEAKMANS WORLD FEATURES AN ECCENTRIC SCIENTIST AND HIS COMPANIONS USE EXPERIMENTS, INTERVIEWS, AND ANIMATION IN RESPONSE TO VIEWER QUESTIONS, IN ORDER TO ILLUSTRATE VARIOUS SCIENTIFIC CONCEPTS.

Other Matters (21 of 22)	Response
Program Title	Bill Nye, the Science Guy (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 8:00AM - 8:30AM
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.	BILL NYE THE SCIENCE GUY BRINGS HIS LOVE OF SCIENCE TO KIDS OF ALL AGES AS HE TEACHES THEM THE BASICS OF ECOLOGY, CHEMISTRY, AND PHYSICS IN AN EASY TO UNDERSTAND YET ENTERTAINING MANNER.

Other Matters (22 of 22)	Response
Program Title	Bill Nye, the Science Guy (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sunday 8:30AM - 9:00AM

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.	BILL NYE THE SCIENCE GUY BRINGS HIS LOVE OF SCIENCE TO KIDS OF ALL AGES AS HE TEACHES THEM THE BASICS OF ECOLOGY, CHEMISTRY, AND PHYSICS IN AN EASY TO UNDERSTAND YET ENTERTAINING MANNER.

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>	
<p>I certify that this application includes all required and relevant attachments.</p>	<p>Yes</p>
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p><b>Robert Goessling</b> <i>Program Manager - WKOW Television Inc.</i></p> <p>10/05/2016</p>



**Attachments**

No Attachments.