



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0002209260** | File Number: **0000019487** | Submit Date: **01/04/2017** | Call Sign: **WVTV** | Facility ID: **74174** | City: **MILWAUKEE** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/04/2017** | Filing Status: **Active**

Report reflects information for : **Fourth 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
WVTV LICENSEE, INC. Doing Business As: WVTV LICENSEE, INC.	C/O MILES S. MASON, ESQ. - PILLSBURY WINTHROP 1200 SEVENTEENTH STREET, NW WASHINGTON, DC 20036 United States	+1 (202) 663-8195	MILES. MASON@PILLSBURYLAW. COM	Company

Contact  
Representatives  
(1)

Contact Name	Address	Phone	Email	Contact Type
MILES S. MASON , ESQ . <i>FCC Counsel</i> Pillsbury Winthrop Shaw Pittman LLP	1200 Seventeenth Street, NW Washington, DC 20036 United States	+1 (202) 663- 8195	MILES. MASON@PILLSBURYLAW. COM	Legal Representative

Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.super18tv.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:	3.0
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(7)

Digital Core Program (1 of 7)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7 a.m.-7:30 a.m. and 7:30 a.m. - 8 a.m. (10/1/16-12/31/16)
Total times aired at regularly scheduled time	28
Total times aired	28
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan . Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's main digital channel 18.1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 7)	Response
Program Title	Rescue Me with Dr. Lisa
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8a-8:30a (10/1/16-12/31/16)
Total times aired at regularly scheduled time	14
Total times aired	14
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 program is about a veterinarian's mission to match orphaned pets with new owners and new homes. Episode examples include finding a dog for a mother and her two young daughters; and overcoming the challenge of finding a dog for a family who doesn't know what they want. Children will learn what it takes to be a responsible pet owner. This program airs on the station's main digital channel 18.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 7)</b>	<b>Response</b>
Program Title	Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30a-9a, 9a-9:30a, 9:30a-10a (10/1/16-12/31/16)
Total times aired at regularly scheduled time	42
Total times aired	42
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.	In this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Milan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets This program airs on the station's main digital channel 18.1.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 7)	Response
Program Title	Curiosity Quest
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 9-9:30 a.m. and 9:30-10 a.m. (10/7/16-12/30/16)
Total times aired at regularly scheduled time	26
Total times aired	26
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 program explores what viewers are curious about. In each episode, host Joel Greene goes on a quest to answer viewer's letters of curiosity. Each episode takes the audience on location for a hands-on exploration to find the answer to the particular viewer's inquiry. Joel will go to the local population to get the answer, which is sometimes comical, to the question pertaining to the particular quest. This program airs on the station's secondary channel 18.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 10 a.m.-10:30 (10/7/16-12/30/16)
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 program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected, and the viewer is taken "on the job" to understand why the professionals love what they do; viewers may even learn about job opportunities they may not have known existed. This program airs on the stations secondary channel 18.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 7)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 10:30a.m.-11:00 a.m (10/7/16-12/30/16)
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.	Various hosts and teens travel to destinations around the world, that can be both exotic and remote. This program is designed to educate, inform and entertain viewers about the world around them. Each journey is a lesson in the beauty of nature, earth's creatures, and the people who inhabit the land. The program is designed to make learning about our neighbors, both human and non-human, and the environment, fun. This program airs on the station's secondary channel 18.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7) Response	
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 11:00 a.m.-11:30 a.m. and 11:30 a.m. - 12:00 p.m. (10/7/16-12/31/16)
Total times aired at regularly scheduled time	26
Total times aired	26
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 program explores the marine ecosystem from tributaries, rivers and oceans. Viewers will develop an understanding that we are "key" in preserving the ocean environment. Aqua Kids teaches about the diversity and beauty of the marine environment and its potential destruction by pollution and carelessness of the human population, such as marine mammals dying from ingestion of plastic, and toxic waste in our waterways, which can destroy the habitat and marine life. By showing the audience the problems they encounter, the Aqua Kids educate their peers on what can be done to solve environmental dilemmas. This program airs on the station's secondary channel 18.2.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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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	Karen Stoneman
Address	11520 W. Calumet Road
City	Milwaukee
State	WI
Zip	53224
Telephone Number	(414) 815-4025
Email Address	kkstoneman@sbgtn.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.	During this past quarter, WVTM telecast numerous public service designed for a general audience, but also serve children 16 years of age and under. PSA subject matter includes anti-bullying, substance abuse, wildlife preservation, adoption and health/dental care. An average of 2 minutes of PSA's per day aired during the E/I programming. In addition, WVTM produces and airs "Our Issues Milwaukee" a 30 minute program which features key community issues of interest to the Milwaukee viewers. WVTM also maintains a community calendar on its website highlighting various community events and organizations.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7-7:30 a.m., and 7:30-8 a.m. (1/7/17-3/25/17)
Total times aired at regularly scheduled time	24
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.	Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers age 13-16 and the entire family to share experiences with Dr. Pol, his family and veterinary staff as they care for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. This program airs on the station's main digital channel 18.1.

Other Matters (2 of 6)	Response
Program Title	Dog Whisperer with Cesar Millan
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8 a.m-8:30 a.m.,8:30-9 a.m., 9-9:30 a.m. and 9:30-10 a.m. (1/7/16-3/25/17)
Total times aired at regularly scheduled time	48
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 program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. This program airs on the station's main digital channel 18.1.

Other Matters (3 of 6)	Response
Program Title	Curiosity Quest
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 9-9:30 a.m. and 9:30-10 a.m. (1/6/17-3/31/17)

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores what viewers are curious about. In each episode, host Joel Greene goes on a quest to answer viewer's letters of curiosity. Each episode takes the audience on location for a hands-on exploration to find the answer to the particular viewer's inquiry. Joel will go to the local population to get the answer, which is sometimes comical, to the question pertaining to the particular quest. This program airs on the station's secondary channel 18.2.

Other Matters (4 of 6)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 10-10:30 a.m. (1/6/17-3/31/17)
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 program presents real people pursuing real jobs and careers in an informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected, and the viewer is taken "on the job" to understand why the professionals love what they do; viewers may even learn about job opportunities they may not have known existed. This program airs on the stations secondary channel 18.2.

Other Matters (5 of 6)	Response
Program Title	Awesome Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 10:30 a.m.-11 a.m. (1/6/17-3/31/17)
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.	Various hosts and teens travel to destinations around the world, that can be both exotic and remote. This program is designed to educate, inform and entertain viewers about the world around them. Each journey is a lesson in the beauty of nature, earth's creatures, and the people who inhabit the land. The program is designed to make learning about our neighbors, both human and non-human, and the environment, fun. This program airs on the stations secondary channel 18.2.

Other Matters (6 of 6)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays 11a-11:30a and 11:30 a.m.-12:00 p.m. (1/6/17-3/31/17)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program explores the marine ecosystem from tributaries, rivers, and oceans. Viewers will develop an understanding that we are "key" in preserving the ocean environment. Aqua Kids teaches about the diversity and beauty of the marine environment and its potential destruction by pollution and carelessness of the human population, such as marine mammals dying from the ingestion of plastic, and toxic waste in our waterways, which can destroy the habitat and marine life. By showing the audience the problems they encounter, the Aqua Kids educate their peers on what can be done to solve environmental dilemmas. This program airs on the stations secondary channel 18.2.



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.	<b>Karen S</b> <i>Programming Coordinator</i>  01/04/2017

**Attachments**

No Attachments.