



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0023893217** | File Number: **0000019664** | Submit Date: **01/05/2017** | Call Sign: **WCWF** | Facility ID: **73042** | City:  
**SURING** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**01/05/2017** | 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
WCWF LICENSEE, LLC Doing Business As: WCWF LICENSEE, LLC	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	Green Bay-Appleton
	Web Home Page Address	www.cw14online.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	3.5
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(9)

Digital Core Program (1 of 9)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/1-12/31/16, 7:00am, 7:30am
Total times aired at regularly scheduled time	28
Total times aired	28
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.	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 aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 9)	Response
Program Title	Rescue Me with Dr. Lisa
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/1-12/31/16, 8:00am
Total times aired at regularly scheduled time	14
Total times aired	14
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 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 aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 9)	Response
Program Title	Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 10/1-12/31/16, 8:30am, 9:00am, 9:30am
Total times aired at regularly scheduled time	42
Total times aired	42
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.	On 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 aired on the station's main digital stream.

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 9)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday: 10/2-12/25/16, 7:00am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Throughout the series, emphasis is placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve greater understanding of nature and specific animal species, with the aid of up-close and detailed photography throughout the program. Through this understanding, it is hoped that viewers will better relate to the natural environment in North America and learn to protect North America's animal species. This program aired on the station's main digital stream.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 9)		Response
Program Title	Get Wild at the San Diego Zoo	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday: 10/1-12/31/16, 7:00am	
Total times aired at regularly scheduled time	14	
Total times aired	14	
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 program is based at the world famous San Diego Zoo. and features notable animal experts teaching children the living habits and unique behaviors of wild animals. Episode examples include: learning how experts studying adult orangutans learn how they raise their young; and explains the Panda's living patterns. This program aired on the station's secondary digital stream; 14.2.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (6 of 9)		Response
Program Title	Wild World at the San Diego Zoo	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday: 10/1-12/31/16, 7:30am	
Total times aired at regularly scheduled time	14	
Total times aired	14	
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 program is based at the world famous San Diego Zoo and focuses on showing how zoo enrichment programs help animals initiate natural behavior. This program teaches children about animal behavior and the importance of providing an enriched environment for animals in our care. This program aired on the station's secondary digital stream; 14.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 9) Response	
Program Title	Think Big
Origination	Network
Days/Times Program Regularly Scheduled	Sunday: 10/2-12/25/16, 7:00am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Think Big is a kid-hosted entertaining series for young people that follows the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials and sketch and design their idea. Once completed, the inventions are then judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. This program aired on the station's secondary digital stream; 14.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 9) Response	
Program Title	Dragonfly TV
Origination	Network
Days/Times Program Regularly Scheduled	Sunday: 10/2-12/25/16, 7:30am
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program aired on the station's secondary digital stream; 14.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 9) Response	
Program Title	Origins
Origination	Network

Days/Times Program Regularly Scheduled	Saturday: 10/1-12/31/16 and Sunday: 10/2-12/25/16, 8:00am, 8:30am
Total times aired at regularly scheduled time	54
Total times aired	54
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 program explores the origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring their own dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars and Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives. This program aired on the station's secondary digital stream; 14.2.
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	DONNA FISCHER
Address	787 LOMBARDI AVE
City	GREEN BAY
State	WI
Zip	54304
Telephone Number	(920) 490-1467
Email Address	dfischer@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.	WCWF produces the weekly program CW Focus, which aired Sundays at 10am. Hosted by Robert Hornacek, reporter/anchor, this program highlights the people making a difference in the community and gives viewers an opportunity to get an in-depth perspective of residents' concerns in Northeast Wisconsin. On October 13, Katie Phernetton participated in Find Your Inspiration, a program from the Greater Green Bay Chamber. Thousands of eighth grade students visited with Katie at the FOX 11 booth and learned about careers in television. On November 22nd, Katie Phernetton rode in the station float at the Downtown Appleton Christmas parade. WCWF aired the following public service announcements geared toward children/teens: Foundation for a Better Life, Anti-Bullying, Recycling.

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Calling Dr. Pol
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 1/7-3/25/17, 7:00am, 7:30am
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 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 will air on the station's main digital stream.

Other Matters (2 of 8)	Response
Program Title	Dog Whisperer with Cesar Millan: Family Edition
Origination	Network
Days/Times Program Regularly Scheduled	Saturday:1/7-3/25/17, 8:00am, 8:30am, 9:00am, 9:30am
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 will air on the station's main digital stream.

Other Matters (3 of 8)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday: 1/1-3/26/17, 7:00am

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.	The key objective of this program is to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Throughout the series, emphasis is placed upon protecting endangered species and the impact that humans have while interacting in their environment. The goal of this program is for the viewer to achieve greater understanding of nature and specific animal species, with the aid of up-close and detailed photography throughout the program. Through this understanding, it is hoped that viewers will better relate to the natural environment in North America and learn to protect North America's animal species. This program will air on the station's main digital stream.

Other Matters (4 of 8)	Response
Program Title	Get Wild with the San Diego Zoo
Origination	Network
Days/Times Program Regularly Scheduled	Saturday:1/7-3/25/17, 7:00am
Total times aired at regularly scheduled time	12
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 is based at the world famous San Diego Zoo and features notable animals experts teaching children the living habits and unique behaviors of wild animals. Episode examples include: learning how experts studying adult orangutans learn how they raise their young' and explains the Panda's living patterns. This program will air on the station's secondary digital stream; 14.2.

Other Matters (5 of 8)	Response
Program Title	Wild World at the San Diego Zoo
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 1/7-3/25/17, 7:30am
Total times aired at regularly scheduled time	12
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 is based at the world famous San Diego Zoo and focuses on showing how zoo enrichment programs help animals initiate natural behavior. This program teaches children about animal behavior and the importance of providing an enriched environment for animals in our care. This program will air on the station's secondary digital stream; 14.2.
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Other Matters (6 of 8)	Response
Program Title	Think Big
Origination	Network
Days/Times Program Regularly Scheduled	Sunday: 1/1-3/26/17, 7:00am
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.	Think Big is a kid-hosted entertaining series for young people that follows the world's most innovative kids as they create and invent new toys, games, learning tools, websites and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, and sketch and design their idea. Once completed, the inventions are then judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. This program will air on the station's secondary digital stream; 14.2.

Other Matters (7 of 8)	Response
Program Title	Dragonfly TV
Origination	Network
Days/Times Program Regularly Scheduled	Sunday: 1/1-3/26/17, 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.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. This program will air on the station's secondary digital stream; 14.2.
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Other Matters (8 of 8)	Response
Program Title	Origins
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 1/7-3/25/17 and Sunday: 1/1-3/26/17, 8:00am, 8:30am
Total times aired at regularly scheduled time	50
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 origin of hundreds of the world's most influential and important inventions, natural objects, customs, ideas from technology, arts and entertainment, government, nature, and more. By teaching the history of the world's most significant ideas and creations, Origins gives children an appreciation of progress and the contributions of others while inspiring dreams of the future. Episode examples include: "The Horse, Bicycle and Motorcycle", three modes of solitary transportation that gave us freedom and adventure; and, "Clocks, Calendars & Calculators", three pivotal inventions that enable humankind to organize, plan and keep track of their lives." This program will air on the station's secondary digital stream, 14.2.

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>	
<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>Donna Fischer ,</b> <b>Ms .</b> <i>Community Relations Director</i></p> <p>01/05/2017</p>

**Attachments**

No Attachments.