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Children's Television Programming Report

FRN: **0030884589** | File Number: **0000033377** | Submit Date: **10/10/2017** | Call Sign: **WKOW** | Facility ID: **64545** | City:
MADISON | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/10/2017 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2017

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
WKOW LICENSE, LLC 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.	150 Fayetteville Street Suite 1700 Raleigh, NC 27601 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	4.19
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:	7.23
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(19)

Digital Core Program (1 of 19)	Response
Program Title	Jack Hannah's Wild Countdown (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 8:00AM-8:30AM CT
Total times aired at regularly scheduled time	13
Total times aired	13
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.	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 19)		Response
Program Title	Ocean Treks with Jeff Corwin (27.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 8:30AM-9:00AM CT	
Total times aired at regularly scheduled time	13	
Total times aired	13	
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.	Ocean Treks with Jeff Corwin is hosted by Emmy award winning television host Jeff Corwin. In this weekly half-hour series, audiences embark on an epic journey, sailing aboard cruise ships to discover thrilling adventure experiences in remarkable port destinations. Each episode brings Jeff to a unique area of the world where he immerses audiences in its natural wonders. From mountain climbs to deep sea dives, helicopter rides and glacier treks, audiences join Jeff for the adventure of a lifetime, inspiring the explorer in all of us.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 19)		Response
Program Title	Sea Rescue (27.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 9:00AM-9:30AM CT	

Total times aired at regularly scheduled time	13
Total times aired	13
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.	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 19)		Response
Program Title		Wildlife Docs (27.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays 9:30AM-10:00AM CT
Total times aired at regularly scheduled time		13
Total times aired		13

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.	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 19)	Response
Program Title	Rock the Park (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:00AM-10:30AM CT
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.	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 19)	Response
Program Title	Outback Adventures with Tim Faulkner (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30AM-11:00AM CT
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 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 GALAPAGOS TORTOISE, A BABY WOMBAT, THE FLYING FOX, AND EVEN A NEWLY DISCOVERED SPECIES OF BIRDS.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Program Title	Jack Hannah Into the Wild (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 11:00AM-11:30PM CT - 8/27/17 thru 9/24/17 11:30AM to 12:00PM
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	1
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 (8 of 19)	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
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.	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.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (9 of 19)	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
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.	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. .
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 19)	Response
Program Title	Swap TV 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
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.	SWAP TV is a fun, fast-paced series where to kids swap lives for a once-in-a-lifetime weekend adventure. Youths from different backgrounds exchange life experiences and learn invaluable lessons about people, places and cultures

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (11 of 19)	Response
Program Title	Swap TV 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
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.	SWAP TV is a fun, fast-paced series where to kids swap lives for a once-in-a-lifetime weekend adventure. Youths from different backgrounds exchange life experiences and learn invaluable lessons about people, places and cultures
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 19)	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	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.	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
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Digital Core Program (13 of 19)	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	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.	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 (14 of 19)	Response
Program Title	Into the Outdoors (27.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sundays 10:30AM-11:00AM CT - 8/27/17 thru 9/24/17 11:00am to 11:30am
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	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 the "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. 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 ooey, goey 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 (15 of 19)		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 (16 of 19)	Response
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
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 19)	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
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 19)	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
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 19)	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
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Mystery Hunters (27.2)
Origination	Network
Days/Times Program Regularly Scheduled:	Sundays 6:00AM-6:30AM CT
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TWO INTREPID YOUNG REPORTERS, WITH THE HELP OF A SKEPTICAL MAGICIAN AND SCIENTIST, EXPLORE SOME OFTHE WORLDS GREATEST MYSTERIES AND MYTHS. COMBINING ONSITE REPORTING AND EXCITING ADVENTURES. MYSTERY HUNTERS USE SCIENCE AND REASONING TO TRY TO UNCOVER THE TRUTH.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	Mystery Hunters (27.2)
Origination	Network
Days/Times Program Regularly Scheduled:	Sundays 6:30AM-7:00AM CT
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TWO INTREPID YOUNG REPORTERS, WITH THE HELP OF A SKEPTICAL MAGICIAN AND SCIENTIST, EXPLORE SOME OFTHE WORLDS GREATEST MYSTERIES AND MYTHS. COMBINING ONSITE REPORTING AND EXCITING ADVENTURES. MYSTERY HUNTERS USE SCIENCE AND REASONING TO TRY TO UNCOVER THE TRUTH.

Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
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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>WKOW CH. 27-1 - On 9/3/17 Jack Hannas Wild Countdown - 800AM to 830AM, Ocean Treks with Jeff Corwin - 830AM to 9AM, Sea Rescue - 9AM to 930AM, and Wildlife Docs 930AM to 1000AM, were all preempted by ABC breaking news coverage of Hurricane Harvey. One or more episodes of childrens programming that was preempted during the quarter was not rescheduled. The Digital Core Programming Summary section of this report would not permit the station to include preemption reports for such unrescheduled preemptions and FCC Staff has advised that no preemption report for such unrescheduled episodes is necessary. 2017 3rd quarter Childrens Report July Madison Mallards Bobblehead nights sponsored by WKOW (July-August) Be one of the first 1000 people through the gates at the Madison Mallards baseball game and receive a Bobblehead from WKOW. Concerts on the Square (July-August) All month long WKOW sponsored Wednesday concerts on the square. Bring your blanket and enjoy some of the best music Madison has to offer. Bring your cooler or enjoy great food from our vendors. Concerts on the Square is fun for the whole family. Art Fair on the Square sponsored by WKOW (July 8-9) Its rated as one of the best in America. 450 artists, live music and delicious cuisine. Kids are front and center at the Square Kids area. Games, contests, , and art projects include face painiting, hula hoops, toddler area, bouncy tent, and petting zoo. MDA Freedom Ride sponsored by WKOW (July 15) Jon hundreds of riders on a one hundred mile motorcycle ride to benefit children with Muscular Dystrophy. This year we raised one hundred thousand dollars. Opera in the Park sponsored by WKOW (July 22) Madison Operas gift to the community is like no other. The stars appear in the sky over Garner Park, the light sticks glow in the audience and singers from our upcoming season take the stage to share their favorite arias and ensembles from opera and Broadway. Opera in the Park is a free community event perfect for audiences of all ages. WKOW sponsors and provides an emcee for the event. Waunafest Parade (July 30) WKOW participated in the Waunafest parade and hosted the live community channel broadcast. WKOW anchors and reporters handed out candy to thousands of people. August Middleton Good Neighbor Fest Parade (August 27) WKOW participated in the Good Neighbor Fest parade. Anchors and reporters handed out candy to thousands of people. American Heart Association Heart Walk-Rock County sponsored by WKOW (August 27) Hundreds of walkers participated by walking 5k or 10K in this WKOW-sponsored event to benefit children and adults with heart disease. This year we helped raise over \$170,000 dollars. September Taste of Madison sponsored by WKOW (September 2-3) Madison's annual Labor Day Celebration with hundreds of food booths and entertainment for all ages. \$60,000 dollars was raised and contributed to nonprofits and charities in the Madison area. Badger Bash sponsored by WKOW (September 1, 9, 30) Held at Union South, these tailgate are the longest running pregame celebration on campus. Sponsored by WKOW, the celebration includes great food, games, and activities for all ages, including live music and special appearances by the UW Marching Band. American Heart Association Heart Walk - sponsored by WKOW (September 16) The American Heart Association is the largest voluntary health organization working to prevent, treat, and defeat heart disease, stroke, and other cardiovascular diseases. WKOW helped raise a record breaking \$452,827 dollars.</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	Saturdays 8:00AM-8:30AM 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.	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	Saturdays 8:30AM-9:00AM 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.	Ocean Treks with Jeff Corwin is hosted by Emmy award winning television host Jeff Corwin. In this weekly half-hour series, audiences embark on an epic journey, sailing aboard cruise ships to discover thrilling adventure experiences in remarkable port destinations. Each episode brings Jeff to a unique area of the world where he immerses audiences in its natural wonders. From mountain climbs to deep sea dives, helicopter rides and glacier treks, audiences join Jeff for the adventure of a lifetime, inspiring the explorer in all of us.

Other Matters (3 of 22)		Response
Program Title	Sea Rescue (27.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Saturdays 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.	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	Saturdays 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.	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!	
Other Matters (5 of 22)		Response
Program Title	Rock the Park (27.1)	

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 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.	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	Vacation Creation (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 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.	People from diverse backgrounds who have weathered unique hardships are transported to faraway places for some much-needed rest and relaxation. Each trip is carefully planned to align with the location and setting choice of the family or individual, with the aim of creating a once-in-a-lifetime, unforgettable experience

Other Matters (7 of 22)	Response
Program Title	Into the Outdoors (27.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sundays 11:00AM-11:30AM CT
Total times aired at regularly scheduled time	14
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.
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Other Matters (8 of 22)	Response
Program Title	Jack Hannah Into the Wild (27.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 11:30AM-12:00 PM 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 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	Sundays 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.	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	Sundays 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.	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-Americhn 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	Sundays 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.	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-Americhn 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
Program Title	Saved By The Bell (27.2)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 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.	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-Americhn 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
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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
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	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal 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	Swap TV 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
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SWAP TV is a fun, fast-paced series where to kids swap lives for a once-in-a-lifetime weekend adventure. Youths from different backgrounds exchange life experiences and learn invaluable lessons about people, places and cultures

Other Matters (16 of 22)	Response
Program Title	Swap TV 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
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SWAP TV is a fun, fast-paced series where to kids swap lives for a once-in-a-lifetime weekend adventure. Youths from different backgrounds exchange life experiences and learn invaluable lessons about people, places and cultures
Other Matters (17 of 22)	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
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.
Other Matters (18 of 22)	Response
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	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.	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.
Other Matters (19 of 22)	Response
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	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.	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	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.	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	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.	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	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.	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>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<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>Robert Goessling <i>Director of Programming and Operations</i> WKOW <i>Television Inc</i></p> <p>10/10/2017</p>

Attachments

No Attachments.