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# Children's Television Programming Report

FRN: **0002715563** | File Number: **0000037183** | Submit Date: **01/03/2018** | Call Sign: **WISC-TV** | Facility ID: **65143** |  
City: **MADISON** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**01/03/2018** | Filing Status: **Active**

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## Report reflects information for : Fourth Quarter of 2017

### General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

<b>Applicant</b>	<b>Address</b>	<b>Phone</b>	<b>Email</b>	<b>Applicant Type</b>
<b>TELEVISION WISCONSIN, INC.</b> Doing Business As: TELEVISION WISCONSIN, INC.	Kevin Ruppert 7025 RAYMOND ROAD MADISON, WI 53719 United States	+1 (608) 277- 5151	kruppert@wisctv. com	Company

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**Contact  
Representatives  
(4)**

Contact Name	Address	Phone	Email	Contact Type
<b>Jonathan Allen</b> <i>Attorney</i> Rini O'Neil, PC	1200 New Hampshire Avenue, NW Washington, DC 20036 United States	+1 (202) 955- 3933	jallen@rinioneil. com	Legal Representative
<b>Tim A Anderson</b> <i>Director of Engineering</i> TELEVISION WISCONSIN, INC.	Tim A. Anderson 500 W Boone Ave Spokane, WA 99201 United States	+1 (509) 324- 4000	Tima@kxly.com	Technical Representative
<b>Dane Ericksen , P.E. .</b> <i>Consulting Engineer</i> Hammett & Edison, Inc.	470 Third Street West Sonoma, CA 95476 United States	+1 (707) 996- 5200	dericksen@h-e. com	Consulting Engineer
<b>Glenn Krieg</b> <i>CFO</i> Morgan Murphy Media	Glenn Krieg 7025 Raymond Rd Madison, WI 53719 United States	+1 (608) 277- 5193	glenn@embtv. com	Corporate Officer

**Children's  
Television  
Information**

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Madison
	Web Home Page Address	www.channel3000.com

**Digital Core  
Programming**

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	4.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

**Digital Core Programs(15)**

Digital Core Program (1 of 15)	Response
Program Title	LUCKY DOG
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	4
Total times aired	4
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.	<p>Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

<b>Digital Core Program (2 of 15)</b>	<b>Response</b>
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30am (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	4
Total times aired	4
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.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (3 of 15)</b>	<b>Response</b>
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Program Title	Henry Ford's Innovation Nation
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Henry Ford's INNOVATION NATION, hosted by Mo Rocca, features the celebration of the inventor's spirit - from historic scientific pioneers throughout past centuries to the forward-looking visionaries of today. Each episode tells the dramatic stories behind the world's greatest inventions, and the perseverance, passion and price required to bring them to life. The program includes segments focusing on 'what if it never happened' and 'the innovation by accident,' and has a strong focus on 'junior geniuses' who are changing the face of technology. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (4 of 15)**

**Response**

Program Title	The Inspectors
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Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS AT 9:30AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE INSPECTORS is a new scripted dramatic series set in Washington, D.C., inspired by compelling real cases handled by the United States Postal Inspection Service. In the series, Preston Wainwright (Bret Green), a determined teen who is thriving after being paralyzed in a car accident, works as an intern for his U.S. Postal Inspector mom, Amanda (Jessica Lundy), helping to solve crimes ranging from Internet scams, identity and mail theft, to consumer fraud. THE INSPECTORS strives to educate young people about making the right choices in their daily lives, encourages open communication between teens and parents and includes positive messaging regarding living with disabilities, overcoming challenges, beating the odds and the power of perseverance. Also starring in the series are Terry Serpico, Harrison Knight and Erica-Marie Sanchez. The United States Postal Inspection Service, the nation's oldest federal law enforcement agency, will serve as the show's official programming resource.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 15)		Response
Program Title	Zoo Clues	
Origination	Syndicated	



Days/Times Program Regularly Scheduled	SATURDAYS 10:00am (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On Zoo Clues we tackle the animal kingdom's most mind-blowing questions: Can birds fly backwards? Could a whale really swallow a person? How do animals with no external ears hear? Do dogs sweat? What animal is used for bone grafts? Why do zebras have stripes and leopards spots? Are bats birds? Are whales fish? Are insects animals? Each episode tackles a dozen or more amazing animal questions. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the entire animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (6 of 15)</b>	<b>Response</b>
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 12:00pm (AIRS ON TVW)
Total times aired at regularly scheduled time	8
Total times aired	8
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 15)	Response
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 7:00am on WISC-DT2
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals and analogies to human experiences. Produced for 13-16 year olds, the show will show how animals share the same behaviors, challenges and triumphs as humans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 15)	Response
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays at 7:30am on WISC-DT2
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals and analogies to human experiences. Produced for 13-16 year olds, the show will show how animals share the same behaviors, challenges and triumphs as humans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (9 of 15)</b>	<b>Response</b>
Program Title	Hatched
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9:30am on WISC-DT2
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Hatched is an educational and informational series dedicated to teaching children about how to successfully pursue their entrepreneurial dreams. It will help young people develop the confidence and business savvy to execute a detailed business plan that includes product pricing, packaging, marketing and investment strategies.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (10 of 15)</b>	<b>Response</b>
Program Title	The Open Road with Dr. Chris
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30am on WISC-DT1
Total times aired at regularly scheduled time	13
Total times aired	14
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Open Road with Dr. Chris follows veterinarian Dr. Chris Brown as he embarks on an extraordinary journey, introducing people to countries, cultures, flora and fauna around the globe. Acting as part observer, traveler and animal expert, Dr. Chris serves as a personal guide to and interpreter of each destination's unique lifestyles, history and tradition.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 15)</b>	<b>Response</b>
Program Title	Lucky Dog 2
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00am (AIRS ON WISC-DT1)
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.	Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (12 of 15)</b>		<b>Response</b>
Program Title		Calling Dr. Pol
Origination		Syndicated
Days/Times Program Regularly Scheduled		SATURDAYS 8:00am (AIRS ON WISC-DT2)
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.	Calling Dr. Pol explores the fascinating occupation of veterinary medicine. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic. He often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. Dr. Pol is a legend in the community and provides an entertaining view of the veterinary profession.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (13 of 15)</b>	<b>Response</b>
Program Title	Calling Dr. Pol
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:30am (AIRS ON WISC-DT2)
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.	Calling Dr. Pol explores the fascinating occupation of veterinary medicine. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic. He often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. Dr. Pol is a legend in the community and provides an entertaining view of the veterinary profession.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (14 of 15)</b>	<b>Response</b>
Program Title	Outback Adventures with Tim Faulkner
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:00am (AIRS ON WISC-DT2)
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.	Outback Adventures is hosted by wildlife expert Tim Faulkner. Tim is an animal expert and wildlife park operations manager who showcases the beauty and wonder of the natural world.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (15 of 15)	Response
Program Title	Origins
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:30am (AIRS ON WISC-DT2)
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.	Origins explores the remarkable origin of hundreds of the world's most influential and important inventions, natural objects, customs, products, games and ideas from technology, sports, medicine, fashion, business, nature, government and more.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core Educational and Informational Programming (8)**

<b>Non-Core Educational and Informational Programming (1 of 8)</b>	<b>Response</b>
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Made in Hollywood: Teen Edition is an FCC-friendly, educational / informational, nationally-syndicated weekly series. Its core programming targets 13-16 year-old teens with segments ranging from coverage of animation and producing and directing to costume design, casting, and 3D technology. The content-rich spin-off introduces its audience to behind-the-scenes film making, special effects techniques, and career opportunities focusing on the creative, technical, and artistic skills of the motion picture and television industries.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

**Date and Time Aired:**

<b>Questions</b>	<b>Response</b>
<b>Non-Core Educational and Informational Programming (2 of 8)</b>	<b>Response</b>
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAY 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	14
Number of Preemptions	0



Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue exerts a positive influence on young viewers through its themes of respect and compassion for all living creatures, its information on medical rehabilitation treatments, the techniques and teamwork of rescue personnel it shows, and the safety advice that concludes each episode. Additionally, it educates young viewers about the animals themselves, their habitats, development and behavior, and it also promotes awareness of important environmental issues.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

#### Date and Time Aired:

Questions	Response
<b>Non-Core Educational and Informational Programming (3 of 8)</b>	<b>Response</b>
Program Title	LIVE LIFE AND WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Live Life and Win! is a weekly, curriculum-blended, Educational / Informational, nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement, and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes

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Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No
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**Date and Time Aired:**

Questions	Response
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Non-Core Educational and Informational Programming (4 of 8)	Response
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Program Title	TIME FOR KIDS VIGNETTES
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Origination	Local
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Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON TVW)
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Total times aired at regularly scheduled time:	405
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Number of Preemptions	0
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Length of Program	1 mins
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Age of Target Child Audience	8 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for 2016 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic. WISC-TV's focus for Time For Kids: Recipe For Health. Children's physical health continues to be a huge issue in our community. Doctors are seeing obesity at alarming rates and all young people can benefit from a healthier diet and more physical activity. Our reporting aims to give parents and kids helpful ideas to lead a healthier life.
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Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
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Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
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Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No
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**Date and Time Aired:**

Questions	Response
<b>Non-Core Educational and Informational Programming (5 of 8)</b>	
Program Title	TIME FOR KIDS VIGNETTES
Origination	Local
Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON WISC-TV)
Total times aired at regularly scheduled time:	12
Number of Preemptions	0
Length of Program	1 mins
Age of Target Child Audience	8 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for 2016 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic. WISC-TV's focus for Time For Kids: Recipe For Health. Children's physical health continues to be a huge issue in our community. Doctors are seeing obesity at alarming rates and all young people can benefit from a healthier diet and more physical activity. Our reporting aims to give parents and kids helpful ideas to lead a healthier life.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

**Date and Time Aired:**

Questions	Response
<b>Non-Core Educational and Informational Programming (6 of 8)</b>	
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays at 6:30am on WISC-DT2
Total times aired at regularly scheduled time:	14

Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Exploration with Jarod Miller is an animal documentary that follows Jarod Miller as he travels around the world bringing the viewers into the up-close and personal world of the animal kingdom. As a lifelong animal lover, Miller utilizes his zoology and animal behavior background to highlight the quirks and amazing talents of the animal species as he keeps his viewers on their toes with with this fun, rough-and-tumble exploration.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

#### Date and Time Aired:

Questions	Response
<b>Non-Core Educational and Informational Programming (7 of 8)</b>	
	<b>Response</b>
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays at 5:30am on WISC-DT2
Total times aired at regularly scheduled time:	14
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild About Animals is a weekly half-hour animal magazine series hosted by Emmy-award winning actress Mariette Hartley. She educates and informs children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well as to educate them further about animals they see everyday.
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

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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
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**Date and Time Aired:**

Questions	Response
<b>Non-Core Educational and Informational Programming (8 of 8)</b>	
<b>Response</b>	
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Sundays at 6:00am on WISC-DT2
Total times aired at regularly scheduled time:	14
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	No

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**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	CRAIG BURSAW
Address	7025 RAYMOND ROAD
City	MADISON
State	WI
Zip	53719
Telephone Number	(608) 271-4321
Email Address	cbursaw@wisctv. com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	

**Other Matters (14)**

<b>Other Matters (1 of 14)</b>	<b>Response</b>
Program Title	LUCKY DOG
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:00 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	3
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

<b>Other Matters (2 of 14)</b>	<b>Response</b>
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:30 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	3
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years



Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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**Other Matters (3 of 14)**

**Response**

Program Title	Henry Ford's Innovation Nation
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 9:00AM (AIRS ON WISC-TV)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Henry Ford's INNOVATION NATION, hosted by Mo Rocca, features the celebration of the inventor's spirit - from historic scientific pioneers throughout past centuries to the forward-looking visionaries of today. Each episode tells the dramatic stories behind the world's greatest inventions, and the perseverance, passion and price required to bring them to life. The program includes segments focusing on 'what if it never happened' and 'the innovation by accident,' and has a strong focus on 'junior geniuses' who are changing the face of technology. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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**Other Matters (4 of 14)**

**Response**

Program Title	The Inspectors
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-TV)
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE INSPECTORS is a new scripted dramatic series set in Washington, D.C., inspired by compelling real cases handled by the United States Postal Inspection Service. In the series, Preston Wainwright (Bret Green), a determined teen who is thriving after being paralyzed in a car accident, works as an intern for his U.S. Postal Inspector mom, Amanda (Jessica Lundy), helping to solve crimes ranging from Internet scams, identity and mail theft, to consumer fraud. THE INSPECTORS strives to educate young people about making the right choices in their daily lives, encourages open communication between teens and parents and includes positive messaging regarding living with disabilities, overcoming challenges, beating the odds and the power of perseverance. Also starring in the series are Terry Serpico, Harrison Knight and Erica-Marie Sanchez. The United States Postal Inspection Service, the nation's oldest federal law enforcement agency, will serve as the show's official programming resource.

**Other Matters (5 of 14)**

**Response**

Program Title	Lucky Dog 2
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

**Other Matters (6 of 14) Response**

Program Title	The Open Road with Dr. Chris
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30am (AIRS ON WISC)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Open Road with Dr. Chris follows the veterinarian as he embarks on an extraordinary journey introducing young people to countries, cultures, flora and fauna around the globe. Dr. Chris serves as a personal guide to and interpreter of each destination's unique lifestyles, history and traditions. As an expert in the field of veterinary sciences, he offers unusual insights into animal behavior as well as as the preservation of endangered species.

<b>Other Matters (7 of 14)</b>	
	<b>Response</b>
Program Title	ZOO Clues
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:00am on WISC-DT2
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On Zoo Clues we tackle the animal kingdom's most mind-blowing questions: Can birds fly backwards? Could a whale really swallow a person? How do animals with no external ears hear? Do dogs sweat? What animal is used for bone grafts? Why do zebras have stripes and leopards spots? Are bats birds? Are whales fish? Are insects animals? Each episode tackles a dozen or more amazing animal questions. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the entire animal kingdom.

<b>Other Matters (8 of 14)</b>	
	<b>Response</b>
Program Title	Origins
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS @ 10:30 on WISC-DT2
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.	Origins explores the remarkable origin of hundreds of the world's most influential and important inventions, natural objects, customs, products, games and ideas from technology, sports, medicine, fashion, business, nature, government and more.
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Other Matters (9 of 14)	Response
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Program Title	Ocean Mysteries with Jeff Corwin
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays @ 7:30am on WISC-DT2
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ocean Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals and analogies to human experiences. Produced for 13-16 year-olds, the show will show how animals share the same behaviors, challenges and triumphs as humans.
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Other Matters (10 of 14)	Response
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Program Title	Rescue Me with Dr. Lisa
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays @ 9:30am on WISC-DT2
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rescue Me with Dr. Lisa educates and informs the audience about canine adoption and creating healthy environments for dogs. Hosted by Dr. Lisa Chimes, a passionate emergency veterinarian with a heart of gold, each episode features her matching orphaned and abandoned animals with loving new homes. She also teaches teen viewers how to be responsible pet owners and maintain a safe and healthy lifestyle for both family and pet.
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Other Matters (11 of 14)	Response
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Program Title	Outback Adventures with Tim Faulkner
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	Saturdays @ 9:00am on WISC-DT2
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Outback Adventures is hosted by wildlife expert Tim Faulkner. Tim is an animal expert and wildlife park operations manager who showcases the beauty and wonder of the natural world.

<b>Other Matters (12 of 14)</b>	<b>Response</b>
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 7:00am on WISC-DT2
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 Mysteries offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals and analogies to human experiences. Produced for 13-16 year-olds, the show will show how animals share the same behaviors, challenges and triumphs as humans.

<b>Other Matters (13 of 14)</b>	<b>Response</b>
Program Title	Calling Dr. Pol
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 8:00am on WISC-DT2
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.	Calling Dr. Pol explores the fascinating occupation of veterinary medicine. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic. He often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. Dr. Pol is a legend in the community and provides an entertaining view of the veterinary profession.

<b>Other Matters (14 of 14)</b>	<b>Response</b>
Program Title	Calling Dr. Pol
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 8:30am on WISC-DT2
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Calling Dr. Pol explores the fascinating occupation of veterinary medicine. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic. He often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. Dr. Pol is a legend in the community and provides an entertaining view of the veterinary profession.

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## 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>Craig Bursaw</b> <i>Programming Department</i></p> <p>01/03/2018</p>

**Attachments**

<b>File Name</b>	<b>Uploaded By</b>	<b>Attachment Type</b>	<b>Description</b>	<b>Upload Status</b>
<u>Lucky Dog &amp; Dr. Chris Pet Vet.docx</u>	Applicant	All Purpose		Done with Virus Scan and/or Conversion

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