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Children's Television Programming Report

FRN: **0002715563** | File Number: **0000084737** | Submit Date: **10/08/2019** | 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:

**10/08/2019** | Filing Status: **Active**

Report reflects information for : Third Quarter of 2019

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
TELEVISION WISCONSIN, INC. Doing Business As: TELEVISION WISCONSIN, INC.	Kevin Ruppert 7025 RAYMOND ROAD MADISON, WI 53719 United States	+1 (608) 277-5151	kruppert@wisctv.com	Company

Contact  
Representatives  
(5)

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>Corp. Director of Engineering</i> Morgan Murphy Media	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
<b>Kevin Ruppert</b> <i>Chief Engineer</i> Television Wisconsin, Inc.	Kevin Ruppert 7025 Raymond Rd Madison, WI 53719 United States	+1 (608) 277- 5151	kruppert@wisctv. com	Technical Representative

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

Digital Core  
Programs(21)

Digital Core Program (1 of 21)	Response
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	12
Total times aired	12
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 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

Digital Core Program (2 of 21)	Response
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 11:30am (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	10
Total times aired	10
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.	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

Digital Core Program (3 of 21)	Response
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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	12
Total times aired	12
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 21)	Response
Program Title	The Inspectors

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS AT 10:30AM (AIRS ON WISC-TV)
Total times aired at regularly scheduled time	12
Total times aired	12
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 21) Response	
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 10:00am 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 (6 of 21)	Response
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 10:30am 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

Digital Core Program (7 of 21)	Response
Program Title	Tails of Valor

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:00am on WISC-DT1
Total times aired at regularly scheduled time	12
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.	Hosted by Kel Mitchell, Tails of Valor features true stories of service animals working to change people's lives. The show focuses on the training and day-to-day jobs of these incredible animals and the quality of life they provide to the people they serve.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 21)	Response
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	10
Total times aired	10
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 (9 of 21)	Response
Program Title	Rock the Park
Origination	Syndicated

Days/Times Program Regularly Scheduled	SATURDAY AT 8:00AM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	10
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.	Rock the Park, hosted by Jack Steward and Colton Smith, taps into America's love affair with our national parks. They will come face-to-face with nature and some of the most amazing places on earth.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 21)	Response
Program Title	Rock the Park
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 8:30AM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	10
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.	Rock the Park, hosted by Jack Steward and Colton Smith, taps into America's love affair with our national parks. They will come face-to-face with nature and some of the most amazing places on earth.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 21)	Response
Program Title	Hope in the Wild
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AT 9:30AM (AIRS ON WISC-DT1)
Total times aired at regularly scheduled time	12

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.	Hope in the Wild follows Hope Swinimer, a wildlife rehab expert, and her dedicated team as they rescue and heal injured and orphaned animals. Hope's passion for wildlife conservation shines through everything she does to lead her team on their mission to care for and return each animal to the wild.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 21)	Response
Program Title	Culture Click
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 9:30AM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	10
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.	Culture Click explores the genesis of and the reasons behind cultural events that permeate our everyday lives. Host Nzinga Blake, who hosts from a virtual reality set, will analyze and answer the questions that shape our society using the power of the internet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 21)	Response
Program Title	Henry Ford's Innovation Nation
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY AT 11:30AM (AIRS ON WISC-DT1)
Total times aired at regularly scheduled time	1
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.	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 (14 of 21)	Response
Program Title	Hope in the Wild
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AT 10:00AM (AIRS ON WISC-DT1)

Total times aired at regularly scheduled time	1
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.	Hope in the Wild follows Hope Swinimer, a wildlife rehab expert, and her dedicated team as they rescue and heal injured and orphaned animals. Hope's passion for wildlife conservation shines through everything she does to lead her team on their mission to care for and return each animal to the wild.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 21)	Response
Program Title	Mission Unstoppable
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AT 9:00AM (AIRS ON WISC-DT1)
Total times aired at regularly scheduled time	1
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.	Mission Unstoppable, hosted by Miranda Cosgrove, highlights female innovators who are on the cutting edge of science. Viewers will be inspired by female STEM superstars in the fields of social media, entertainment, animals, design and the internet.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 21)	Response
Program Title	Pet Vet Dream Team
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY AT 9:30AM (AIRS ON WISC-DT1)
Total times aired at regularly scheduled time	1
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.	Pet Vet Dream Team chronicles the lives of some of the world's busiest emergency veterinarians and the animals to whom they dedicated their lives. Viewers catch a behind-the-scenes look at the veterinary profession and also learn responsibility and empathy for animals of all kinds.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 21)	Response
Program Title	Best Friends Furever with Kel Mitchell
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AT 10:30AM (AIRS ON WISC-DT1)
Total times aired at regularly scheduled time	1
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.	Best Friends Furever with Kel Mitchell reveals the true stories of dogs who are best pals not only with humans, but with a wide variety of animal species. Viewers will learn what makes our furry friends tick, all while celebrating the idea that friendship comes in many different forms.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 21)	Response
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Program Title	Rock the Park
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 12:00PM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	3
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.	Rock the Park, hosted by Jack Steward and Colton Smith, taps into America's love affair with our national parks. They will come face-to-face with nature and some of the most amazing places on earth.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 21)	Response
Program Title	Rock the Park
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 12:30PM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	3
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.	Rock the Park, hosted by Jack Steward and Colton Smith, taps into America's love affair with our national parks. They will come face-to-face with nature and some of the most amazing places on earth.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 21)	Response
Program Title	The Great Dr. Scott
Origination	Syndicated

Days/Times Program Regularly Scheduled	SATURDAY AT 9:00AM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	3
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.	The Great Dr. Scott follows veterinarian Dr. Scott Miller at his family-run veterinary clinic outside of London, England. Viewers will get hands-on insight into the world of veterinary medicine as Dr. Scott treats a wide variety of animals from cats to dogs to exotic reptiles and livestock.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (21 of 21)	Response
Program Title	The Great Dr. Scott
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAY AT 9:30AM (AIRS ON WISC-DT2)
Total times aired at regularly scheduled time	3
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.	The Great Dr. Scott follows veterinarian Dr. Scott Miller at his family-run veterinary clinic outside of London, England. Viewers will get hands-on insight into the world of veterinary medicine as Dr. Scott treats a wide variety of animals from cats to dogs to exotic reptiles and livestock.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (8)

Non-Core Educational and Informational Programming (1 of 8)	Response
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:	10
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:

Questions	Response
Non-Core Educational and Informational Programming (2 of 8)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled:	THURSDAY 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	9
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:	10
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

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 (4 of 8)</b>	<b>Response</b>
Program Title	TIME FOR KIDS VIGNETTES
Origination	Local
Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON TVW)
Total times aired at regularly scheduled time:	157
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?	No
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
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Non-Core Educational and Informational Programming (5 of 8)	Response
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:	76
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
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Non-Core Educational and Informational Programming (6 of 8)	Response
Program Title	Wild About Animals
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Mondays at 5:00am on WISC-DT2
Total times aired at regularly scheduled time:	9

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 every day.
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
<b>Non-Core Educational and Informational Programming (7 of 8)</b>	<b>Response</b>
Program Title	Jack Hanna's Animal Adventures
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Tuesdays at 5:00am on WISC-DT2
Total times aired at regularly scheduled time:	10
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?	Yes

Date and Time Aired:

Questions	Response
<div> <div>Non-Core Educational and Informational Programming (8 of 8)</div> <div>Response</div> </div>	
Program Title	Animal Exploration with Jarod Miller
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Wednesdays at 5:00am on WISC-DT2
Total times aired at regularly scheduled time:	10
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 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?	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	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 (12)

Other Matters (1 of 12)	Response
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	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 (2 of 12)	Response
Program Title	Mission Unstoppable
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 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.	Mission Unstoppable, hosted by Miranda Cosgrove, highlights female innovators who are on the cutting edge of science. Viewers will be inspired by female STEM superstars in the fields of social media, entertainment, animals, design and the internet.

Other Matters (3 of 12)	Response
Program Title	Henry Ford's Innovation Nation
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAYS 11:30AM (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.	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.

Other Matters (4 of 12)	Response
Program Title	Best Friends Furever with Kel Mitchell
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30 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.	Best Friends Furever with Kel Mitchell reveals the true stories of dogs who are best pals not only with humans, but with a wide variety of animal species. Viewers will learn what makes our furry friends tick, all while celebrating the idea that friendship comes in many different forms.

Other Matters (5 of 12)	Response
Program Title	Hope in the Wild
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.	Hope in the Wild follows Hope Swinimer, a wildlife rehab expert, and her dedicated team as they rescue and heal injured and orphaned animals. Hope's passion for wildlife conservation shines through everything she does to lead her team on their mission to care for and return each animal to the wild.
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Other Matters (6 of 12)	Response
Program Title	Pet Vet Dream Team
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30am (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.	Pet Vet Dream Team chronicles the lives of some of the world's busiest emergency veterinarians and the animals to whom they dedicated their lives. Viewers catch a behind-the-scenes look at the veterinary profession and also learn responsibility and empathy for animals of all kinds.

Other Matters (7 of 12)	Response
Program Title	Ocean Mysteries with Jeff Corwin
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 10:30am 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
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.

Other Matters (8 of 12)	Response
Program Title	The Great Dr. Scott
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 9:00am 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.	The Great Dr. Scott follows veterinarian Dr. Scott Miller at his family-run veterinary clinic outside of London, England. Viewers will get hands-on insight into the world of veterinary medicine as Dr. Scott treats a wide variety of animals from cats to dogs to exotic reptiles and livestock.
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Other Matters (9 of 12)	Response
Program Title	The Great Dr. Scott
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays @ 9:30am 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
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Great Dr. Scott follows veterinarian Dr. Scott Miller at his family-run veterinary clinic outside of London, England. Viewers will get hands-on insight into the world of veterinary medicine as Dr. Scott treats a wide variety of animals from cats to dogs to exotic reptiles and livestock.

Other Matters (10 of 12)	Response
Program Title	Ocean Mysteries with Jeff Corwin
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.	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.

Other Matters (11 of 12)	Response
Program Title	Rock the Park
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 12:00pm 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.	Rock the Park, hosted by Jack Steward and Colton Smith, taps into America's love affair with our national parks. They will come face-to-face with nature and some of the most amazing places on earth.

Other Matters (12 of 12)	Response
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Program Title	Rock the Park
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 12:30pm 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.	Rock the Park, hosted by Jack Steward and Colton Smith, taps into America's love affair with our national parks. They will come face-to-face with nature and some of the most amazing places on earth.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
I certify that this application includes all required and relevant attachments.	Yes
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	<p><b>Craig Bursaw</b> <i>Programming Department</i></p> <p>10/08/2019</p>

**Attachments**

No Attachments.