



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0027171909** | File Number: **0000004976** | Submit Date: **10/13/2015** | Call Sign: **WZMQ** | Facility ID: **81448** | City:
MARQUETTE | State: **MI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/13/2015 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2015

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
MMMRC, LLC Doing Business As: MMMRC, LLC	2117 RYAN ROAD DE PERE, WI 54115 United States	+1 (920) 532-9483	PBELSCHNER@SMET.COM	Company

Contact
Representatives
(2)

Contact Name	Address	Phone	Email	Contact Type
DAN J Alpert <i>Attorney</i> THE LAW OFFICE OF DAN J. ALPERT	2120 N. 21ST RD. ARLINGTON, VA 22201 United States	+1 (703) 243- 8690	DJA@COMMLAW.TV	Legal Representative
BILL Barrow <i>TRANSMITTER SPECIALIST</i> .	PRO SERVICE, INC. 117 BROADCAST ST. HATBORO, PA 19040 United States	+1 (215) 499- 9104	PROSERVICE117@COMCAST. NET	Technical Representative

Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	THISTV/metv/atv
	Nielsen DMA	Marquette
	Web Home Page Address	http://www.wzmqtv.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	6.0
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:	336.0
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(8)

Digital Core Program (1 of 8)	Response
Program Title	Animal Atlas
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:00 - 10:30 AM, 10:30 - 11:00 AM; 12:30 - 1:00 PM; Sundays 10:00 AM - 10:30 AM, 10:30 - 11:00 AM
Total times aired at regularly scheduled time	65
Total times aired	65
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Animal Atlas" is an entertaining and educational half-hour wildlife program shot exclusively in High Definition. The show introduces young viewers to every kind of animal imaginable, from the familiar to the astounding, including apes and giant lizards, sharks and tigers, and all other animals from the Americas, Africa, Asia, Australia, and everywhere in between. Animal Atlas promotes a better understanding of how various animal species live and what they need to survive. Each episode stands alone as an entertaining look into the world of animals whether visiting a particular group of animals, such as big cats, or meeting the animals of an entire continent. Through Animal Atlas, viewers discover the variety of places that animals live, how they find food, and how they play. The show also looks at how family units operate, from a community of thousands of prairie dogs, to a pride of lions, to a school of fish.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 8)		Response
Program Title	Zoo Clues	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays 11:00 AM - 11:30 AM; 11:30 AM - 12:00 PM	
Total times aired at regularly scheduled time	26	
Total times aired	26	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled	0	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 8)		Response
Program Title	Green Screen Adventures	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 8:00 - 8:30 AM; 8:30 - 9:00 AM	
Total times aired at regularly scheduled time	26	
Total times aired	26	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled	0	

Length of Program	30 mins
Age of Target Child Audience	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures presents stories and drawings by elementary school students from 2nd through 8th grade. School administrators, classroom teachers, and families can submit students' works. Our creative cast of improv actors makes the writing come to life using story theatre, game shows, and puppetry.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 8)		Response
Program Title		Saved by the Bell
Origination		Network
Days/Times Program Regularly Scheduled		Sundays 10:00 - 10:30 AM, 10:30 - 11:00 AM, 11:00 - 11:30 AM, 11:30 AM - 12:00 PM
Total times aired at regularly scheduled time		52
Total times aired		52
Number of Preemptions		0
Number of Preemptions for other than Breaking News		0
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		"Saved By The Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as dealing with the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (5 of 8)		Response
Program Title	On the Spot	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 11:30a-12:00 PM; Sundays 12:00 - 12:30 PM; 12:30 - 1:00 PM	
Total times aired at regularly scheduled time	39	
Total times aired	39	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News	0	
Number of Preemptions Rescheduled	0	
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"On The Spot" uses an entertaining on-the-street format to test how well young people know the information contained in the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. Then, On the Spot explains the answer to each question. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (6 of 8)		Response
Program Title	Coolest Places on Earth	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays 11:00 AM - 11:30 AM	
Total times aired at regularly scheduled time	13	

Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Coolest Places on Earth" is an educational and informative half-hour, E/I program that takes young viewers on a journey of discovery to the most astonishing places on the planet - cities, festivals, landmarks and jaw-dropping works of nature - exploring each location's history and culture. Each episode showcases three specific locations and delivers fast-paced, engaging information that's a perfect match for the 21st century learner. The series is packed with facts about history, geography, and culture. The goal of the series is to provide young viewers with the inspiration and information to better understand and appreciate the culturally and geographically diverse world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	Family Style With Chef Jeff
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 12-12:30p
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	0
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Family Style with Chef Jeff" is an educational and informative half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. Family Style uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well informed choices about their eating habits, nutrition, and health.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Safari Tracks
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00 - 9:30 AM; 9:30 - 10:00 AM
Total times aired at regularly scheduled time	26
Total times aired	26
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.	Safari Tracks is an educational and informative half-hour, E/I program that takes viewers on an African safari - focusing on African wildlife and the magnificent and mysterious world of these animals, all in their natural habitat. Follow Ushaka as we explore the African continent, from the brush lands of the African Savanna to the great Okavango delta... and beyond. The series strives to present a wide variety of information in a number of interactive and poignant sequences to make knowledge of the animal kingdom both simpler and easier to remember.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core
Educational and
Informational
Programming (0)

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Randy Carlisle
Address	P.O. Box 416
City	Marquette
State	MI
Zip	49855
Telephone Number	(906) 361-3338
Email Address	rc@wzmqtv.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.	none

Other Matters (11)

Other Matters (1 of 11)	Response
Program Title	Saved By the Bell
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00 - 10:30 AM, 10:30 - 11:00 AM, 11:00 - 11:30 AM, 11:30 AM - 12:00 PM
Total times aired at regularly scheduled time	52
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.	"Saved By The Bell" is a weekly television series targeted to teens 13-16 years of age, which explores social themes and coping strategies through the daily school life of six teen-aged friends at Bayside High who help each other make the most of growing up in a complicated world. The multi-ethnic cast members serve as role models for young teen viewers as they deal with such issues as dealing with the death of a loved one, the right to say "no," the meaning of heroism, teenage alcohol use and other issues of particular concern to young teens. The Children's Television Act of 1990 ("CTA") imposed a requirement on the FCC to consider in its review of television station renewals the extent to which the licensee had served the educational and informational needs of children through its overall programming, including programming specifically designed to serve such needs. In adopting the CTA, Congress recognized a number of existing programs that already served such needs and in that context specifically mentioned "Saved By The Bell" in the Senate Report that accompanied the CTA, describing the program as "valuable" and "aimed at high school students and addressing typical problems and conflicts faced by teens." In adopting the regulations that implemented the CTA in 1991, the FCC also noted that Congress had singled out "Saved By The Bell" for mention: "The legislative history provides a wealth of examples of children's programming that is educational and informational. These include . . . "Saved By The Bell" (topical problems and conflicts faced by teens) Where determinations of whether a program qualifies as 'educational and informational' are in doubt, we will expect licensees to substantiate their determinations. We will rely on the guidance given in the legislative history, including the specific examples cited above, in ruling on the sufficiency of such demonstrations." Consistent with these findings, the FCC has granted the renewal applications of television stations that have relied on "Saved By The Bell" to satisfy their obligation to air programming specifically designed to serve the educational and informational needs of children aged 16 years and under.

Other Matters (2 of 11)	Response
Program Title	Coolest Plases on Earth
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00 - 11:30 AM
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 Coolest Places on Earth" is an exploration of cities (both modern and ancient), natural wonders, and cultural history, heavy with engaging content, fast-paced editing, and the accessible, conversational narration we have come to expect from Bellum Entertainment. The series' tone, information, and rich factual content reaches and serves the target 13-16-year-olds with a style that informs, supports, and encourages the kind of engaged thinking that have emerged from the Common Core State Standards.
Other Matters (3 of 11) Response	
Program Title	Animal Atlas
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00 - 9:30 AM, 11:30 AM -12:00 pM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas is an entertaining and educational half-hour wildlife program shot exclusively in High Definition. The show introduces young viewers to every kind of animal imaginable, from the familiar to the astounding, including apes and giant lizards, sharks and tigers, and all other animals from the Americas, Africa, Asia, Australia, and everywhere in between. Animal Atlas promotes a better understanding of how various animal species live and what they need to survive.
Other Matters (4 of 11) Response	
Program Title	On the Spot
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12:00 - 12:30 PM
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 The Spot is a series tapping knowledge across a series of subject areas: geography, art, technology, science, math, history, language, music, and sports. It also addresses general cultural knowledge. The format is a series of seemingly random questions to individuals who are either of school age or adults past the age of high school graduation. There are three fundamental educational benefits to this format. First, it taps into fact retrieval in the curriculum. Second, and more important, it expands the information beyond fact retrieval. Third, and most important, it addresses what educators call non-cognitive factors for student success.
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Other Matters (5 of 11)	Response
Program Title	Family Style With Chef Jeff
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 11:00 - 11:30 AM
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.	Family Style with Chef Jeff does not lay out its learning objectives and it doesn't have to--it has them throughout the program. Bellum has taken an engaging cooking program for adults and given it several layers that work for delivering real information for teens in the 13-16-year-old audience.

Other Matters (6 of 11)	Response
Program Title	Safari Tracks
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30 - 10:00 AM; 12:30 - 1:00 PM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Safari Tracks is an educational and informative half-hour, E/I program that takes viewers on an African safari - focusing on African wildlife and the magnificent and mysterious world of these animals, all in their natural habitat.

Other Matters (7 of 11)	Response
Program Title	Green Screen Adventures
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:00 - 8:30 AM; 8:30 - 9:00 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures presents stories and drawings by elementary school students from 2nd through 8th grade. School administrators, classroom teachers, and families can submit students' works. Our creative cast of improv actors makes the writing come to life using story theatre, game shows, and puppetry.
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Other Matters (8 of 11)	Response
Program Title	Wild About Animals
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 10:00 -10:30 AM; 10:30-11:00 AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild About Animals is a reality science series that is produced for children in the 13-16 age group, and is designed to educate, inform and entertain those viewers. This program fulfills its purpose by providing a high level of educational value. The structure of each show consists of four (4) different segments/stories which make for a varied, fast paced program. Through the use of dramatic, stunning footage combined with an engaging and entertaining narrative, the show creates a general tone that is particularly effective in connecting to the target audience. The level of detail in each show is also appropriate and the segments move quickly from one topic to the next.

Other Matters (9 of 11)	Response
Program Title	Whaddyado
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 12:00 -12:30 PM; 12:30-1:00 PM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WHADDYADO, a half-hour weekly series designed to educate, inform, inspire and entertain,giving the audience the opportunity to develop important life saving skills. By exposing the audience to perilous situations that have actually occurred, then, using interviews with the participants, and instructions from experts, teenagers are shown what the proper reaction should be when faced with similar life-threatening circumstances. Because research demonstrates that teenagers learn best from children their own age, this show is uniquely designed to get its lessons through to teenagers.
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Other Matters (10 of 11)	Response
Program Title	Awsome Adventures
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 11:00 -11:30 AM; 11:30 AM-12:00 PM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Awesome Adventures is an educational and informational adventure travel program that targets the 13 to 16 year old age group, but is also a highly entertaining program for a more general audience. With a host and the use of young guides from a specific locale, it is ideal for the tween/teen market. This program is fast paced, and provides information which encompasses many aspects of the location. It is produced in a contemporary style, and features both historical and cultural information, in addition to an action adventure. The introduction about the specific food, music, geography, history and environmental issues as well as popular recreational activities of the locale, make for an entertaining program.

Other Matters (11 of 11)	Response
Program Title	State to State
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 10:30 - 11:00 AM
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.	State to State blends maps, history, and facts with eye-catching visuals and narratives that moves through some of the interesting geography in the United States

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	<p>Yes</p>
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Paul Belschner <i>Managing Member</i></p> <p>10/13/2015</p>

Attachments

No Attachments.