



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-151379** | Submit Date: **04/01/2014** | Call Sign: **WACY-TV** | Facility ID: **361** | City: **APPLETON** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/01/2014** | Filing Status: **Active**

Report reflects information for : **First Quarter of 2014**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

| Applicant | Address | Phone | Email | Applicant Type |
|-----------|---------|-------|-------|----------------|
| | | | | |

Contact
Representatives
(0)

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | My Network TV |
| | Nielsen DMA | Green Bay-Appleton |
| | Web Home Page Address | www.mynew32.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 | 0.0 |
| 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: | 0.0 |
| 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(6)

| Digital Core Program (1 of 6) | Response |
|---|---|
| Program Title | Wild America |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 9:00am |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| 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 wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal. and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 6) | Response |
|--|----------------------------|
| Program Title | Jack Hanna's Into The Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 9:30am |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |

| | |
|--|---|
| Number of Preemptions for other than Breaking News | |
| 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. | Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 6) | | Response |
|--|--|--|
| Program Title | | Animal Atlas |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Sunday, 10:00am |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| 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. | | This series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (4 of 6) | | Response |
|-------------------------------|--|-----------------------------|
| Program Title | | The Coolest Places on Earth |

| | |
|--|--|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 10:30am |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| 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 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 (5 of 6) | | Response |
|---|--|-----------------|
| Program Title | | Eco Company |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Sunday, 11:00am |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |

| | |
|--|--|
| Number of Preemptions for other than Breaking News | |
| 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. | Eco Company explores all aspects of being green and understanding how we impact our world. The E-Co team reports on the latest technologies in energy, recycling, conservation and organics and shares stories of young people making a positive impact on the environment. Each week the show also provides practical tips that teens, and people of all ages can use in their daily lives. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (6 of 6) | | Response |
|--|--|--|
| Program Title | | The Real Winning Edge |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Sunday, 11:30am |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| 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 Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. They are more able to negotiate the challenges inherent in life. The show encourages young people to; discover where their talents lie and develop an appreciation for honesty and a sense of self discipline and internal acceptance. |

| | |
|--|-----|
| 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 | Warren Glover |
| Address | 1391 North Road |
| City | Green Bay |
| State | WI |
| Zip | 54313 |
| Telephone Number | 920-490-2618 |
| Email Address | wglover@mynew32.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. | In response to Question 7(c), due to the DTV transition, the station did not broadcast any analog programming during the period covered by this report. Therefore, the analog portion of this document no longer applies to the station. |

Other Matters (6)

| Other Matters (1 of 6) | Response |
|---|---|
| Program Title | Wild America |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 9:00am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Hosted by wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal. and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum. |

| Other Matters (2 of 6) | Response |
|--|---|
| Program Title | Jack Hanna's Into The Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 9:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program. |

| Other Matters (3 of 6) | Response |
|--|-----------------|
| Program Title | Animal Atlas |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 10:00am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |

| | |
|--|--|
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare. |
| Other Matters (4 of 6) | |
| Program Title | The Coolest Places on Earth |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 10:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | 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. |
| Other Matters (5 of 6) | |
| Program Title | Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 11:00am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Eco Company explores all aspects of being green and understanding how we impact our world. The E-Co team reports on the latest technologies in energy, recycling, conservation and organics and shares stories of young people making a positive impact on the environment. Each week the show also provides practical tips that teens, and people of all ages can use in their daily lives. |

| Other Matters (6 of 6) | Response |
|--|--|
| Program Title | The Real Winning Edge |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sunday, 11:30am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them a have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. They are more able to negotiate the challenges inherent in life. The show encourages young people to; discover where their talents lie and develop an appreciation for honesty and a sense of self discipline and internal acceptance. |

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>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>Journal Broadcast Group, Inc.</p> |

Attachments

No Attachments.