



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0002209260** | File Number: **CPR-132166** | Submit Date: **07/09/2012** | Call Sign: **WVTV** | Facility ID: **74174** | City:  
**MILWAUKEE** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**07/09/2012** | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2012**

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
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Contact  
Representatives  
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's  
Television  
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.CW18Milwaukee.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	4.0
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?	No

Digital Core  
Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Cubix, Robots for Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's 7:00 a.m.- 7:30 a.m. and 7:30 a.m. - 8:00 a.m. (4/7/12- 6/30/12)
Total times aired at regularly scheduled time	26
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Cubix, Robots for Everyone is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of "Cubix" is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility. Each episode promotes a specific emotional competency and it is the intent of the series to motivate children to develop a strong self-concept and the social-emotional literacy skills that are now part of the curriculum in schools across the country.
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	Eco Company	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Thursday's 7:00 a.m. - 7:30 a.m. (4/5/12- 6/28/11)	
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 is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology. It offers advice on how to be more eco-wise, while performing daily activities. The show also includes 'eco bytes' (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism, rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (3 of 6)		Response
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Program Title	Wild WTD
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday's 7:00 a.m. - 7:30 a.m. (4/2/12- 6/25/12)
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.	Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within.
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		Dog Tales
Origination		Syndicated
Days/Times Program Regularly Scheduled		Tuesday's 7:00 a.m. - 7:30 a.m. (4/3/12- 6/26/12)
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.	Dog Tales is about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. The program also features several dog experts, explaining the various dog needs health, nutrition, safety, care, etc.
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	Dragonfly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday's 7:00 a.m. - 7:30 a.m. (4/4/12- 6/27/12)
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 program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.
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		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Friday's 7:00 a.m. - 7:30 a.m. (4/6/12-6/29/12)
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.		Career Day guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"
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	David Ford
Address	4041 North 35th Street
City	Milwaukee
State	WI
Zip	53216
Telephone Number	414-442-7050
Email Address	

<p>Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.</p>	<p><b>PUBLIC SERVICE ANNOUNCEMENTS</b> During this quarter, WVTV aired 340 public service announcements covering a variety of topics affecting families and children. (Additional materials enclosed in the station's public file) <b>"MKE CARES" ANNOUNCEMENTS</b> WVTV produces public service announcements entitled "MKE Cares" which air several times a day. Local non-profit organizations utilize this community service project to promote their community programs and activities for families and children. (Additional materials enclosed in the station's public file) <b>"BRAIN BREAK" CHILDREN'S PUBLIC SERVICE ANNOUNCEMENTS</b> WVTV locally produces educational based public service announcements, entitled "Brain Break," which air several times a day during children's educational/informational programming. The "Brain Break" topics covered during this quarter include: reptiles, food, stamps, birds, archeology, sports, science, American history, dinosaurs, astronomy, ocean life, United States Presidents, space, states, Wisconsin, Milwaukee, geography, animals, and weather (Additional materials enclosed in the station's public file) <b>AMBER ALERT</b> WVTV continues to participate in the Wisconsin Amber Alert Plan. At present, the Amber Alert System for Broadcast Distribution is only activated for children abducted in Wisconsin. The bulletin is distributed to us through the Emergency Alert System (EAS) by state law enforcement. The alert follows the following criteria: the child must be 17 years or younger; the child must be in danger of serious bodily harm or death; the initiating law enforcement agency must have enough descriptive information about the child, the suspect(s), and or suspect vehicle(s), to believe an immediate broadcast will help locate the child. <b>BROADCAST/NON-BROADCAST EFFORTS HISPANIC CHAMBER OF COMMERCE</b> WVTV aired 44 in-kind public service announcements promoting The Hispanic Chamber of Commerce Salute to Hispanic Women Luncheon. The Hispanic Chamber of Commerce of Wisconsin has for decades effectively promoted the interests of Wisconsin's Hispanic and other small businesses. It fosters economic development, educates future generations and maintains a strong and prominent community presence. (Additional materials enclosed in the station's public file.) <b>FIESTA TAILGATE</b> On June 2, 2012 staff from WVTV worked at the Fiesta Tailgate to help raise funds for the HCCW Education Fund/Philip Arreola Scholarship Program. Awards given to date: \$534,240 to more than 100 undergraduates. WVTV also aired 23 in-kind public service announcements promoting the event. WVTV worked with the Hispanic Chamber of Commerce of WI as a media partner to help create awareness and boost a better turn out for this important event so that the Chamber could raise more money for the HCCW Education Fund/Philip Arreola Scholarship Program. The Hispanic Chamber of Commerce of Wisconsin has for decades effectively promoted the interests of Wisconsin's Hispanic and other small businesses. It fosters economic development, educates future generations and maintains a strong and prominent community presence. (Additional materials enclosed in the station's public file.) <b>HABITAT FOR HUMANITY-MILWAUKEE</b> WVTV aired 100 in-kind spots for Milwaukee's Habitat for Humanity with a value of \$20,000. The goal of the campaign was to Put 100 Milwaukee families into Habitat homes by May 12, 2013, increase awareness of Milwaukee Habitat for Humanity housing program, execute an aggressive and targeted marketing campaign that reaches an average of 300,000 Milwaukee County homes per month through local media partnerships, register an average of 100 families per month into weekly Habitat orientations and select an average of 7 families per month for the program to close on their first home. Milwaukee Habitat for Humanity transforms lives and our city by providing simple, decent and affordable housing for Milwaukee families and children in need. We build and renovate homes for fa</p>
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Other Matters (6)

Other Matters (1 of 6)	Response
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Origination	Network
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Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
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Certification

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

**Attachments**

No Attachments.