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Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-128500** | Submit Date: **04/05/2012** | Call Sign: **WLAX** | Facility ID: **2710** | City: **LA CROSSE** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2012** | Filing Status: **Active**

Report reflects information for : First 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	FOX
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.fox2548.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	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:	6.0
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	YOUNG ICONS (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 7AM-730AM (1/7-3/31/2012)
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 Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things. (E/I) for children age 13-16
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	PETS.TV (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 730AM-8AM (1/7-3/31/2012)
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 show, "Pets.TV", explains the positives and negatives of pet ownership, including how to care for your pet, and features segments on owners, trainers and other people who interact with domesticated animals.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 21)	
	Response
Program Title	THE REAL WINNING EDGE (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 8AM-830AM (1/7-3/31/2012)
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 is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 21)	Response
Program Title	DOG TALES (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 830AM-9AM (1/7-3/31/2012)
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" serves the educational and informational needs with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 21)	Response
Program Title	JACK HANNA'S INTO THE WILD (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 7AM-730AM (1/1-3/25/2012)
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 Hanna's Into The Wild" takes viewers on exciting journeys to learn about animals and the places they live. In addition to the educational aspect of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conversation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with the concern of the conservation status of wildlife and the environment enforces the educational value and impact of the program. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (6 of 21)	Response
Program Title	THE REAL WINNING EDGE (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8AM-830AM (1/1-3/25/2012)
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 is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (7 of 21)	Response
Program Title	TEEN KIDS NEWS (17.1)
Origination	Network
Days/Times Program Regularly Scheduled	SUN 830AM-9AM (1/1-3/25/2012)
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year old's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (8 of 21)	
	Response
Program Title	TURBO DOGS 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 9AM-930AM (1/7/2012)
Total times aired at regularly scheduled time	1
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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Turbo Dogs" is an animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
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	SHELLDON 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 930AM-10AM (1/7/2012)
Total times aired at regularly scheduled time	1
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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>"Shelldon" is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.</p>
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	THE MAGIC SCHOOL BUS 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 10AM-1030AM (1/7/2012)
Total times aired at regularly scheduled time	1
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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>"The Magic School Bus" is based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Program Title	BARBAR 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 1030AM-11AM (1/7/2012)
Total times aired at regularly scheduled time	1
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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BABAR - Based on the books by Laurent de Brunhoff, "Babar" is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
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	WILLA'S WILD LIFE 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 11AM-1130AM (1/7/2012)
Total times aired at regularly scheduled time	1

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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Willa's Wild Life," based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.
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	PEARLIE 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 1130AM-12PM (1/7/2012)
Total times aired at regularly scheduled time	1
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 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Pearlie" is an animated comedy series based on the children's book series, Pearlle the Park Fairy by Wendy Harmer. Pearlle is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6 to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlle was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlle's nemesis and cousin, Saphira, often takes advantage of Pearlle's good nature which requires that Pearlle must also frequently outwit the park bully. In each episode, Pearlle approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
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	REAL LIFE 101 (17.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 10AM-1030AM (1/1-1/8/2012)
Total times aired at regularly scheduled time	2
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.	"Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors.
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	MAD ABOUT 17.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 1030AM-11AM (1/1-1/8/2012)
Total times aired at regularly scheduled time	2
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.	Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. MadAbout conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues.
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	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7AM & 730AM (1/14-3/31/2012)
Total times aired at regularly scheduled time	12
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	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 "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
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	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 8AM & 830AM (1/14-3/31/2012)
Total times aired at regularly scheduled time	12
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	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 "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 21)	Response
Program Title	MADABOUT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 9AM & 930AM (1/14-3/31/2012)
Total times aired at regularly scheduled time	12
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.	Mad About provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About... explores being "green" and understanding how our actions impact the world. The Mad About... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. Mad About... uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
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	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 7AM & 730AM (1/15-3/25/2012)
Total times aired at regularly scheduled time	11
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	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 "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation.
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	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 8AM & 830AM (1/15-3/25/2012)
Total times aired at regularly scheduled time	11
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	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 "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation.
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	EDGEMONT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 9AM & 930AM (1/15-3/25/2012)
Total times aired at regularly scheduled time	11
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.	"Edgemont" is designed to entertain its youth audience and also inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The program illustrates the potential consequences of choices these viewers may face and these outcomes provide "life lessons" that are shown plainly to the teen audience. "Edgemont" further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (1)

Non-Core Educational and Informational Programming (1 of 1)	Response
Program Title	SPORTS STARS OF TOMORROW 17.2
Origination	Network
Days/Times Program Regularly Scheduled:	SAT 630AM-7AM (1/7/2012)
Total times aired at regularly scheduled time:	1
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 show, "Sports Stars of Tomorrow is fully FCC E/I compliant, for teen viewers 13 to 16. It provides the information and examples of how their teenage contemporaries, can and are achieving positive things through the disciplines and dedication experienced in sports, through team and individual competition. SSoT also includes inspirational stories of youth with physical handicaps, who have overcome their limitations and challenges to succeed in sports and 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?	Yes

Date and Time Aired:

Questions	Response
Date Time	

**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	PATRICIA STIPHOUT
Address	1305 INTERCHANGE PLACE
City	LA CROSSE
State	WI
Zip	54603
Telephone Number	(608) 781-0025
Email Address	PROMOTION@FOX2548.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.	As an accommodation to LaCrosse's NBC affiliate, WEAU, whose broadcast tower collapsed, WLAX has broadcast the WEAU program schedule on it's dot 2 digital stream starting March, 2011 through January 12th, 2012 at 130pm.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	YOUNG ICONS 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 7AM-730AM (4/7-6/30/2012)
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 Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things. (E/I) for children age 13-16

Other Matters (2 of 14)	Response
Program Title	PETS.TV 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 730AM-8AM (4/7-6/30/2012)
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 show, "Pets.TV", explains the positives and negatives of pet ownership, including how to care for your pet, and features segments on owners, trainers and other people who interact with domesticated animals.

Other Matters (3 of 14)	Response
Program Title	THE REAL WINNING EDGE 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 8AM-830AM (4/7-6/30/2012)
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 is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives.
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Other Matters (4 of 14)	
	Response

Program Title	DOG TALES 17.1
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SAT 830AM-9AM (4/7-6/30/2012)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Dog Tales" serves the educational and informational needs with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.
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Other Matters (5 of 14)	
	Response

Program Title	MLB PLAYER POLL 17.1
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Origination	Network
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Days/Times Program Regularly Scheduled	SAT 2PM-230PM(4/7-6/30/2012)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCC's E/I standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm

Other Matters (6 of 14)	Response
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Program Title	JACK HANNA'S INTO THE WILD 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 7AM-730AM (4/1-6/24/2012)
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 Hanna's Into The Wild" takes viewers on exciting journeys to learn about animals and the places they live. In addition to the educational aspect of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conversation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with the concern of the conservation status of wildlife and the environment enforces the educational value and impact of the program. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.
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Other Matters (7 of 14)	Response
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Program Title	THE REAL WINNING EDGE 17.1
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Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8AM-830AM (4/1-6/24/2012)
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 is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.

Other Matters (8 of 14)	Response
Program Title	TEEN KIDS NEWS 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 830AM-9AM (4/1-6/24/2012)
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year old's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
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Other Matters (9 of 14)

Response

Program Title	GREEN SCREEN ADVENTURES 17.2
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Origination	Network
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Days/Times Program Regularly Scheduled	SAT 7AM & 730AM (4/7-6/30/2012)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	7 years to 13 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
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Other Matters (10 of 14)

Response

Program Title	GREEN SCREEN ADVENTURES 17.2
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Origination	Network
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Days/Times Program Regularly Scheduled	SAT 8AM & 830AM (4/7-6/30/2012)
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Total times aired at regularly scheduled time	13
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 "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (11 of 14)	Response
Program Title	MADABOUT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 9AM & 930AM (4/7-6/30/2012)
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.	Mad About provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About... explores being "green" and understanding how our actions impact the world. The Mad About... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. Mad About... uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.

Other Matters (12 of 14)		Response
Program Title	GREEN SCREEN ADVENTURERS 17.2	
Origination	Network	
Days/Times Program Regularly Scheduled	SUN 7AM & 730AM (4/1-6/24/2012)	
Total times aired at regularly scheduled time	13	
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.	<p>"Green Screen Adventures "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.</p>	

Other Matters (13 of 14)		Response
Program Title	GREEN SCREEN ADVENTURES 17.2	
Origination	Network	
Days/Times Program Regularly Scheduled	SUN 8 AM & 830AM (4/1-6/24/2012)	
Total times aired at regularly scheduled time	13	
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 "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
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Other Matters (14 of 14)	
	Response
Program Title	EDGEMONT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 9AM & 930AM (4/1-6/24/2012)
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.	"Edgemont" is designed to entertain its youth audience and also inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The program illustrates the potential consequences of choices these viewers may face and these outcomes provide "life lessons" that are shown plainly to the teen audience. "Edgemont" further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.

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>Grant Media LLC</p>

Attachments

No Attachments.