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January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030885057** | File Number: **CPR-149428** | Submit Date: **01/08/2014** | Call Sign: **WXOW** | Facility ID: **64549** | City: **LA CROSSE** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/08/2014** | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2013

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	ABC, CW, ThisTV
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.wxow.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	336.0
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(20)

Digital Core Program (1 of 20)	Response
Program Title	Jack Hanna's Wild Countdown E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's/8:00-8:30 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife experts and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different top ten each week in a variety of categories. What are the top ten fastest animals in Africa, tallest insects, biggest eaters, smartest birds. Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hannas Wild Countdown.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 20)	Response
Program Title	Ocean Mysteries with Jeff Corwin E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13 to 16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the family dynamics of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 20)	Response
Program Title	Born to Explore E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT

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.	Developed and produced for 13 to 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13 to 16 year olds, Born to Explore is engaging for the whole family. In this weekly half hour series, Richard uncovers amazing facts of nature and man-made treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 20)	**Response**
Program Title	Sea Rescue E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT

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 half hour weekly series, Sea Rescue, features the rescue, rehabilitation and in many instances release back into the wild of ocean wildlife. Produced for ages 13 to 16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there is a reciprocal benefit rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 20)	**Response**
Program Title	The Wilderness Docs E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
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 half hour weekly series, The Wildlife Docs, produced for ages 13 to 16 follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, xrays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 20)	**Response**
Program Title	Expedition Wild E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
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.	Produced for ages 13 to 16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action packed odyssey through North Americas wild places revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he will paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a ravens nest, observe Polar Bears on Alaskas northern slope, and climb to rugged extremes in pursuit of Northern Maines Black Bears bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 20)	**Response**
Program Title	Chat Room 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00-12:30PM CT
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.	CHAT ROOM is a brand new half hour weekly educational series designed to inform, educate, and entertain children 16 and under, with a specific target audience which is 13 to 16, through reenacting teen oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. CHAT ROOM may not have all the answers but it offers a place where young people can watch and discuss the problems they face. CHAT ROOM provides a compelling look at real life situations that happen to todays teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. This program is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 20)	**Response**
Program Title	On The Spot 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00 PM CT
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.	On the Spot was created by the award winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30 minute E/I program for teens ages 13 plus, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 20)	**Response**
Program Title	Animal Science 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30 AM CT
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.	ANIMAL SCIENCE is a brand new half hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under, target audience is 13 to 16. While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high definition, ANIMAL SCIENCE uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic hosts modern vocal style will be engaging to the target audience. This program will attract all age demographics.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 20)	**Response**
Program Title	Elizabeth Stantons Great Big World 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:30AM -12:00PM CT
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.	Elizabeth Stantons Great Big World provides dynamic core programming in the areas of particular concern to young teens ages 13 to 16 including global, social, educational, and wellness issues. Award winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens combining the exciting, fun, and diverse experiences of world exploration with the life changing volunteer opportunities available in these same areas. Various age appropriate global issues are introduced to the viewing audience through indepth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 20)	**Response**
Program Title	Live Life and Win 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:00-12:30 PM CT
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.	Early and middle adolescence is an exciting yet a challenging period in ones life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to explore, discover, and learn strategies to achieve personal dreams, learn about the personal attributes important for achieving dreams, explore volunteerism as an opportunity to build character and to uncover personal passions, and gain knowledge about life skills necessary to Live Life and Win.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 20)	**Response**
Program Title	Made In Hollywood: Teen Edition 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:30PM-1:00PM CT
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.	It is during the adolescent years that career exploration, planning, education, and decision making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious on camera career in acting, there are also a number of behind the screen pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition was created by Connection III Entertainment Corp to provide career information and advice from top Hollywood professionals to 13 to 16 year old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries To guide the production of Made In Hollywood:Teen Edition, Berry developed a career and guidance model that offers a framework for the development of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 20)	**Response**
Program Title	Green Screen Adventures 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT
Total times aired at regularly scheduled time	4
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 sparks enthusiasm for writing through age appropriate sketch comedy, original songs, puppetry and story theater. The stories are based on the writing of elementary school students, ages 7 to 13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce the four Cs as well as the three Rs Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 20)	Response
Program Title	The Busy World of Richard Scarry 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
Total times aired at regularly scheduled time	4
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place thats abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 20)	Response
Program Title	Wimzies House E/I 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT, 10:30-11:00AM CT
Total times aired at regularly scheduled time	8
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Come spend a day in the life with the monsters at Wimzies house and you will never want to go home. It is the magical kind of daycare that leads to delightful adventures for the preschool child. All of the characters are wild and wooly on the outside but definitely human on the inside. After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of todays preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yayas house as does Rousso, Yayas best friend. even if Yaya is at least one hundred years and fifty years old and counting and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of your way. This is what Wimzie brings into the viewers home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (16 of 20)	**Response**
Program Title	Country Mouse, City Mouse 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:00-11:30am CT
Total times aired at regularly scheduled time	4
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	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much loved childrens fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 20)	**Response**
Program Title	Danger Rangers 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30am-12:00pm
Total times aired at regularly scheduled time	4
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	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 20)	**Response**
Program Title	Animal Atlas 19.3
Origination	Network

Days/Times Program Regularly Scheduled	Sundays/ 9:00-9:30AM and 9:30-10:00am CT
Total times aired at regularly scheduled time	18
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.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (19 of 20)	**Response**
Program Title	Zoo Clues 19.3
Origination	Network

Days/Times Program Regularly Scheduled	Sundays/10:00-10:30am and 10:30-11:00am
Total times aired at regularly scheduled time	18
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 20)	**Response**
Program Title	On The Spot 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30am and 11:30am-12:00pm

Total times aired at regularly scheduled time	18
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.	On the Spot was created by the award winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30 minute E/I program for teens ages 13 plus, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

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	Deborah Simonis
Address	P.O. Box C-4019
City	La Crosse
State	WI
Zip	54601
Telephone Number	507-895-9969
Email Address	dsimonis@wxow.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.	CHILDREN'S REPORT FOR 4th QUARTER 2013 October 1 - December 31, 2013 WXOW EVENTS (INVOLVING KIDS) OKTOBERFEST LIVE NEWSCAST - WEDNESDAY, OCTOBER 2ND AIR DATES: 9 /28 - 10/2 MESSAGE: New 19 broadcasted live from Oktoberfest in La Crosse for both our 5pm and 6pm shows on Wednesday, October 2nd. The promo featured News 19's, Heather Armstrong and encouraged viewers to come down to the festgrounds to watch the live newscast and enjoy the family friendly festivities. LA CROSSE BOYS & GIRLS CLUB - GLOW IN THE DEKE EVENT AIR DATES: 9/20 - 10/11 MESSAGE: News 19's Lindsey Hayes and Alex Kirchner helped promote the event. It's a run/walk that takes place at night in La Crosse. The event benefits the local Boys & Girls Club along with the Hope Lives Foundation. News 19 will have more than ten employees and family members participating in the event THE Y'S EVENING OF INSPIRATION DINNER - TUESDAY, OCT. 8th AIR DATES: 9/23 - 10/7 MESSAGE: News 19's Dave Solie encouraged viewers to attend this year's Evening of Inspiration Dinner hosted by The Y. Each year The Y invites a nationally known speaker to visit our community to provide an inspirational message. News 19's Dave Solie also emcees the event. Proceeds raised at this event benefit The Y's Strong Kids Campaign. THE Y'S EVENING OF INSPIRATION DINNER - THANK YOU AIR DATES: 10/10 - 10/20 MESSAGE: News 19's Dave Solie thanked viewers for attending this year's Evening of Inspiration Dinner hosted by The Y. Each year The Y invites a nationally known speaker to visit our community to provide an inspirational message. News 19's Dave Solie also emcees the event. Proceeds raised at this event benefit The Y's Strong Kids Campaign. HOUSE OF SHADOWS - SPARTA BOYS AND GIRLS CLUB - WEEKENDS IN OCT. AIR DATES: 10/4 - 11/1 Message: Join Your Hometown team and help support the Sparta Boys and Girls Club while taking a trip through the House of Shadows. News 19's Amy DuPont promoted this year's event. All proceeds raised at this event benefit the Boys & Girls Club of Sparta. LA CROSSE AREA SPORTS COMMISSION - SPORTS CONNECTION BANQUET CALL FOR NOMINATIONS AIR DATES: 10/25 - 11/24 MESSAGE: Nominate the best boys and girls high school and college athletes for the 2014 Greater La Crosse Sports Connection Banquet. Scott Emerich fronted the promo and emcees the event. The banquet recognizes and celebrates outstanding athletes in our local area. DANCING WITH THE LA CROSSE STARS - AMERICAN RED CROSS NOV. 30th AIR DATES: 11/5 - 11/29 News 19's Amy DuPont was a judge at this year's event. This fundraiser benefits our local American Red Cross. This year, the event raised a record amount of $144,000. Amy helped promote the event on air and through news mentions. SALVATION ARMY RED KETTLE CAMPAIGN AIR DATES: 12/6 - 12/24 News 19's Heather Armstrong encouraged viewers to sign-up to ring bells this holiday season. The WXOW staff also worked the bell ringing station for the Salvation Army December 18th at the Onalaska Woodman's. News 19's Heather Armstrong did two live shots from the location encouraging individuals to give to the Salvation Army. YMCA'S JINGLE BELL RUN-December 7th AIR DATES: 11/22 - 12/6 MESSAGE: News 19's Alex Kirchner promoted the event, inviting people to come to the YMCA to start their holiday season off right with the YMCA's Winter Running Series' Jingle Bell Run and Rudolph's Dash for the Kids. Alex Kirchner also participated in the Walk-Run. WXOW 19 HOLIDAY CONCERT-DEC. 9th AIR DATES: 11/25 - 12/8 & 12/18-12/24 Message: Join Your Hometown team for live holiday music that will get you in the spirit of the season. Every year WXOW 19 employees staff the event. WXOW 19 is represented throughout the entire program; Scott Hackworth and Amy DuPont promoted and emceed the event that aired two times on WXOW 19. The event is free of charge but viewers were asked to donate a non-perishable food item to th

Other Matters (15)

Other Matters (1 of 15)	Response
Program Title	Jack Hannas Wild Countdown E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
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.	Wildlife experts and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different top ten each week in a variety of categories. What are the top ten fastest animals in Africa, tallest insects, biggest eaters, smartest birds. Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hannas Wild Countdown.

Other Matters (2 of 15)	Response
Program Title	Ocean Mysteries with Jeff Corwin E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
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 half hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13 to 16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the family dynamics of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.

Other Matters (3 of 15)	**Response**
Program Title	Born to Explore E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT
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.	Developed and produced for 13 to 16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13 to 16 year olds, Born to Explore is engaging for the whole family. In this weekly half hour series, Richard uncovers amazing facts of nature and manmade treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.

Other Matters (4 of 15)	**Response**
Program Title	Sea Rescue E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
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 half hour weekly series, Sea Rescue, features the rescue, rehabilitation and in many instances release back into the wild of ocean wildlife. Produced for ages 13 to 16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that theres a reciprocal benefit, rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Other Matters (5 of 15)	**Response**
Program Title	The Wildlife Docs E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
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 half hour weekly series, The Wildlife Docs, produced for ages 13 to 16 follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, xrays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.

Other Matters (6 of 15)	**Response**
Program Title	Expedition Wild E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
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.	Produced for ages 13 to 16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action packed odyssey through North Americas wild places revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he will paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a ravens nest, observe Polar Bears on Alaskas northern slope, and climb to rugged extremes in pursuit of Northern Maines Black Bears bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home

Other Matters (7 of 15)	**Response**
Program Title	Chat Room 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12:00-12:30PM CT
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.	CHAT ROOM is a brand new half hour weekly educational series designed to inform, educate, and entertain children 16 and under, with a specific target audience which is 13 to 16, through reenacting teen oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. CHAT ROOM may not have all the answers but it offers a place where young people can watch and discuss the problems they face. CHAT ROOM provides a compelling look at real life situations that happen to todays teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. This program is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.

Other Matters (8 of 15)	**Response**
Program Title	On The Spot 19.2
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On the Spot was created by the award winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30 minute E/I program for teens ages 13 plus, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

Other Matters (9 of 15)	**Response**
Program Title	Elizabeth Stantons Great Big World 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30AM-12:00PM CT
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.	Elizabeth Stantons Great Big World provides dynamic core programming in the areas of particular concern to young teens ages 13-16 including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.

Other Matters (10 of 15)	**Response**
Program Title	Live Life and Win 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:00 - 12:30PM CT
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.	Early and middle adolescence is an exciting yet a challenging period in ones life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to explore, discover, and learn strategies to achieve personal dreams; learn about the personal attributes important for achieving dreams; explore volunteerism as an opportunity to build character and to uncover personal passions; and gain knowledge about life skills necessary to Live Life and Win.

Other Matters (11 of 15)	**Response**
Program Title	Made In Hollywood: Teen Edition 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:30-1:00PM CT

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious oncamera career in acting, there are also a number of behind the screen pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13 to 16 yearold viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries. To guide the production of Made In Hollywood:Teen Edition, Berry developed a career and guidance model that offers a framework for the development of each episode.

Other Matters (12 of 15)	**Response**
Program Title	Animal Atlas 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/9:00-9:30am and 9:30-10:00am CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

Other Matters (13 of 15)	Response
Program Title	Zoo Clues 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/10:00-10:30AM and 10:30-11:00AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world.

Other Matters (14 of 15)	Response
Program Title	On The Spot 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30am and 11:30am-12:00pm CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On the Spot was created by the award winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30 minute E/I program for teens ages 13 plus, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

Other Matters (15 of 15)	**Response**
Program Title	Animal Science 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30am CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL SCIENCE is a brand new half hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under, target audience is 13 to 16. While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high definition, ANIMAL SCIENCE uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic hosts modern vocal style will be engaging to the target audience. This program will attract all age demographics.

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**WXOW-WQOW Television, Inc.**

Attachments

No Attachments.