



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-118567** | Submit Date: **04/05/2011** | Call Sign: **WEUX** | Facility ID: **2709** | City: **CHIPPEWA FALLS** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/05/2011** | Filing Status: **Active**

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## Report reflects information for : First Quarter of 2011

### 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 |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

**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.fox25fox48.com  |

**Digital Core  
Programming**

| Question  | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream  | 3.0      |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream  | 0.0      |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:  | 0.0      |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?  | Yes      |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes      |

**Digital Core Programs(6)**

| Digital Core Program (1 of 6)  | Response   |
|--|--|
| Program Title  | YOUNG ICONS  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT 7AM-730AM (1/1-3/26/2011)  |
| 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 Americas 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 6)  | Response   |
|--|--|
| Program Title  | PETS.TV  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT 730AM-8AM (1/1-3/26/2011)  |
| 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 |
|---|-----|

| <b>Digital Core Program (3 of 6)</b>   |  | <b>Response</b> |
|--|--|-----------------|
| Program Title  | CURIOSITY QUEST GOES GREEN   |                 |
| Origination  | Syndicated   |                 |
| Days/Times Program Regularly Scheduled   | SAT 8AM-830AM (1/1-3/26/2011)  |                 |
| 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   | 0 years to 12 years  |                 |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Curiosity Quest Goes Green" serves the educational and informational needs of children 12 years of age and under with its program content , including scientific principles and their practical applications in everyday life. The series allows children to explore the world of green living. The series also educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills. |                 |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |                 |

| <b>Digital Core Program (4 of 6)</b>   |                               | <b>Response</b> |
|--|-------------------------------|-----------------|
| Program Title                          | MYSTERY HUNTERS               |                 |
| Origination                            | Syndicated                    |                 |
| Days/Times Program Regularly Scheduled | SAT 830AM-9AM (1/1-3/26/2011) |                 |

|  |   |
|--|---|
| 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. | "Mystery Hunters" Do the ghosts of Gettysburg roam the fields where famous battles were once fought? Join teenage reporters Araya and Christina as they travel across the globe to answer these questions and more. Inquisitive minds will follow our young detectives as they conduct fun experiments to uncover the truth on the worlds greatest myths and mysteries. Join Mystery Hunters for a wild ride around the world and into the unknown. E/I with target group teens 13-16 |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes   |

**Digital Core Program (5 of 6)**

**Response**

|  |                              |
|--|------------------------------|
| Program Title                                      | JACK HANNA'S INTO THE WILD   |
| Origination  | Syndicated                   |
| Days/Times Program Regularly Scheduled             | SUN 7A-730AM (1/2-3/27/2011) |
| 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   |

| <b>Digital Core Program (6 of 6)</b>               | <b>Response</b>               |
|--|-------------------------------|
| Program Title                                      | TEEN KIDS NEWS                |
| Origination  | Syndicated                    |
| Days/Times Program Regularly Scheduled             | SUN 830AM-9AM (1/2-3/27/2011) |
| 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 the 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 olds 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   |

**Non-Core Educational and Informational Programming (1)**

| <b>Non-Core Educational and Informational Programming (1 of 1)</b>   | <b>Response</b>   |
|--|---|
| Program Title  | DOG TALES   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled:  | SAT 630A-7AM (1/1-3/27/2011)  |
| Total times aired at regularly scheduled time:   | 13  |
| Number of Preemptions  | -1  |
| 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 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:**

| <b>Questions</b> | <b>Response</b> |
|------------------|-----------------|
| 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 Ann Stiphout  |
| Address   | 1305 Interchange Place |
| City  | La Crosse              |
| State   | WI                     |
| Zip   | 54603                  |
| Telephone Number  | (608) 781-0025         |
| Email Address   | pstiphout@hotmail.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. |                        |

**Other Matters (7)**

| <b>Other Matters (1 of 7)</b>  | <b>Response</b>  |
|--|--|
| Program Title  | YOUNG ICONS  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT 7AM-730AM (4/2-6/25/2011)  |
| 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 |

| <b>Other Matters (2 of 7)</b>  | <b>Response</b>  |
|--|--|
| Program Title  | PETS.TV  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled   | SAT 730AM-8AM (4/2-6/25/2011)  |
| 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. |

| <b>Other Matters (3 of 7)</b>                 | <b>Response</b>               |
|---|-------------------------------|
| Program Title                                 | CURIOSITY QUEST GOES GREEN    |
| Origination                                   | Syndicated                    |
| Days/Times Program Regularly Scheduled        | SAT 8AM-830AM (4/2-6/25/2011) |
| Total times aired at regularly scheduled time | 13                            |
| Length of Program                             | 30 mins                       |
| Age of Target Child Audience from             | 1 years to 12 years           |

|  |  |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Curiosity Quest Goes Green" serves the educational and informational needs of children 12 years of age and under with its program content , including scientific principles and their practical applications in everyday life. The series allows children to explore the world of "green" living. The series also educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes children's writing and creative skills. |
|--|--|

| Other Matters (4 of 7) | Response |
|------------------------|----------|
|------------------------|----------|

|   |                               |
|---|-------------------------------|
| Program Title                                 | MYSTERY QUEST                 |
| Origination                                   | Syndicated                    |
| Days/Times Program Regularly Scheduled        | SAT 830AM-9AM (4/2-6/25/2011) |
| 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. | "Mystery Hunters" Do the ghosts of Gettysburg roam the fields where famous battles were once fought? Join teenage reporters Araya and Christina as they travel across the globe to answer these questions and more. Inquisitive minds will follow our young detectives as they conduct fun experiments to uncover the truth on the world's greatest myths and mysteries. Join Mystery Hunters for a wild ride around the world and into the unknown. E/I with target group teens 13-16 |
|--|--|

| Other Matters (5 of 7) | Response |
|------------------------|----------|
|------------------------|----------|

|   |                               |
|---|-------------------------------|
| Program Title                                 | JACK HANNA'S INTO THE WILD    |
| Origination                                   | Syndicated                    |
| Days/Times Program Regularly Scheduled        | SUN 7AM-730AM (4/3-6/26/2011) |
| 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 conservation 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. |
|--|---|

**Other Matters (6 of 7)**

**Response**

|               |                |
|---------------|----------------|
| Program Title | TEEN KIDS NEWS |
|---------------|----------------|

|             |            |
|-------------|------------|
| Origination | Syndicated |
|-------------|------------|

|  |                               |
|--|-------------------------------|
| Days/Times Program Regularly Scheduled | SUN 830AM-9AM (4/3-6/26/2011) |
|--|-------------------------------|

|   |    |
|---|----|
| 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 the 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. |
|--|--|

**Other Matters (7 of 7)**

**Response**

|               |                       |
|---------------|-----------------------|
| Program Title | THIS WEEK IN BASEBALL |
|---------------|-----------------------|

|             |         |
|-------------|---------|
| Origination | Network |
|-------------|---------|

|  |                             |
|--|-----------------------------|
| Days/Times Program Regularly Scheduled | SAT 230-3PM (4/2-6/26/2011) |
|--|-----------------------------|

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|  |  |
|--|--|
| Total times aired at regularly scheduled time  | 13   |
| Length of Program  | 30 mins  |
| Age of Target Child Audience from  | 13 years to 16 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "This Week In Baseball" highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), "This Week In Baseball" seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program relates the achievements and experiences of baseball players to potential achievements in life. 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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**Certification**

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

## Attachments

No Attachments.