



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002209260** | File Number: **CPR-140324** | Submit Date: **04/08/2013** | Call Sign: **WVTV** | Facility ID: **74174** | City: **MILWAUKEE** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/08/2013** | Filing Status: **Active**

Report reflects information for : First 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 | CW |
| | Nielsen DMA | Milwaukee |
| | Web Home Page Address | www.CW18Milwaukee.com |

**Digital Core
Programming**

| Question | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream | 4.0 |
| State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream | 0.0 |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671: | 0.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | No |

Digital Core Programs(8)

| Digital Core Program (1 of 8) | Response |
|--|---|
| Program Title | Rescue Heroes |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 7 a.m. - 7:30 a.m. and 7:30 a.m. - 8 a.m., (1/5-3/2/2013) |
| 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 | 6 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Rescue Heroes are called into action each week to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Social and emotional character stories are embedded in the adventure using action and humor to convey message of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips and information relating to the educational message portrayed in the story. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (2 of 8) | Response |
|--|---|
| Program Title | Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesday's 7:00 a.m. - 7:30 a.m. (1/2-3/27/2013) |

| | |
|--|--|
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program is hosted by teens and used peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

Digital Core Program (3 of 8)

Response

| | |
|---|---|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Tuesday's 7:00 a.m. - 7:30 a.m. (1/1-3/26/2013) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |

| | |
|--|--|
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Dog Tales is about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. The program also features several dog experts, explaining the various dog needs health, nutrition, safety, care, etc. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 8) | | Response |
|--|--|--|
| Program Title | | Dragonfly TV |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Thursday's 7:00 a.m. - 7:30 a.m. (1/3-3/28/2013) |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 13 years to 16 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 8) | | Response |
|--|---|-----------------|
| Program Title | Career Day | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Friday's 7:00 a.m. - 7:30 a.m. (1/4-3/29/2013) | |
| Total times aired at regularly scheduled time | 13 | |
| Total times aired | | |
| Number of Preemptions | 0 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 13 years to 16 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" | |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes | |

| Digital Core Program (6 of 8) | | Response |
|--------------------------------------|------------|-----------------|
| Program Title | Think Big | |
| Origination | Syndicated | |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Monday's 7:00 a.m. - 7:30 a.m. (1/7-3/25/2013) |
| 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. | Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, two teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Digital Core Program (7 of 8)

Response

| | |
|--|--|
| Program Title | On the Spot |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 3:00 p.m. - 3:30 p.m. (1/5-3/30/2013) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |

| | |
|--|---|
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | This program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 8) | Response |
|--|---|
| Program Title | The New Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays 7am-730am and 730am-8am (3/9-3/30/2013) |
| 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 | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Oscar/Nanoboy lives in two worlds. As a human Oscar is subjected to ridicule because he is small. Besides the bullying, he also has to contend with peer pressure, exam stress and other issues affecting school age children. In the microcosmos, Oscar is Nanoboy, a superhero, who must deal with deranged proteins, amazonian amoebas, etc. With help from some other micro-friends, Nanoboy solves the problems and often finds that the solutions that worked in the microcosmos can be applied to solving problems in the human world. |

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|---|-----|
| 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 | Robert DePascale |
| Address | 4041 North 35th Street |
| City | Milwaukee |
| State | WI |
| Zip | 53216 |
| Telephone Number | 414-442-4050 |
| Email Address | rdepasca@sbgvtv.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. | WVTV is pleased to broadcast and produce programs in standard program lengths (a minimum of three hours weekly), which provides educational informational needs of children. We believe that these programs have unlimited value. During this past quarter, WVTV telecast numerous public service announcements aimed at children 16 years of age and under. Our PSA's are designed for a general audience, but also serve children 16 years of age and under. |

Other Matters (7)

| Other Matters (1 of 7) | Response |
|---|---|
| Program Title | The New Adventures of Nanoboy |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 7 a.m. - 7:30 a.m. and 7:30 a.m. - 8:00 a.m. (4/6-6/29/2013)) |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 5 years to 10 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Oscar/Nanoboy lives in two worlds. As a human Oscar is subjected to ridicule because he is small. Besides the bullying, he also has to contend with peer pressure, exam stress and other issues affecting school age children. In the microcosmos, Oscar is Nanoboy, a superhero, who must deal with deranged proteins, amazonian amoebas, etc. With help from some other micro-friends, Nanoboy solves the problems and often finds that the solutions that worked in the microcosmos can be applied to solving problems in the human world. |

| Other Matters (2 of 7) | Response |
|--|---|
| Program Title | Eco Company |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesday's, 7:00 a.m. - 7:30 a.m. (4/3-6/26/2013)) |
| 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 program is hosted by teens and used peer reporting to profile individuals and organizations committed to environmental issues, including reports on the latest recycling and nature conservation efforts, advances in renewable energies and carbon footprint-reducing technology. It also offers advice on how to be more eco-wise, while performing daily activities. The program also includes "eco bytes" (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the program's website. By using this information from a youthful point of view, it enthusiastically encourages young adults to become more proactive about environmentalism and stresses the positive impact that young people's efforts, no matter how small they may seem, can have on the larger world around them |

| Other Matters (3 of 7) | | Response |
|--|--|-----------------|
| Program Title | Dog Tales | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Tuesday's, 7:00 a.m. - 7:30 a.m. (4/2-6/25/2013) | |
| 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. | Dog Tales is about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. The program also features several dog experts, explaining the various dog needs health, nutrition, safety, care, etc. | |

| Other Matters (4 of 7) | | Response |
|--|---|-----------------|
| Program Title | Dragonfly TV | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Thursday's, 7:00 a.m. - 7:30 a.m. (4/4-6/27/2013) | |
| 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 program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way. | |

| Other Matters (5 of 7) | | Response |
|---|---|-----------------|
| Program Title | Career Day | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Friday's, 7:00 a.m. - 7:30 a.m. (4/5-6/28/2013) | |
| 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. | "Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" |

| Other Matters (6 of 7) | |
|-------------------------------|-----------------|
| | Response |

| | |
|--|---|
| Program Title | Think Big |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Monday's, 7:00 a.m. - 7:30 a.m. (4/1-6/24/2013) |
| 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. | Think Big is a kid-hosted entertaining series for young people following the world's most innovative kids as they create and invent new toys, games, learning tools, websites, and modes of transportation. The program features top kid inventors who face off against one another in an Invent-Off to see who can come up with the most innovative and creative invention. In each episode, tow teams brainstorm, choose materials, sketch and design their idea. Once completed the inventions are judged. This program allows kids to showcase their skills in creativity, science, innovation, marketing and teamwork. |

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

| | |
|--|---|
| Program Title | On the Spot |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday's 3:00 p.m. - 3:30 p.m. (4/6-6/29/2013) |
| 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 program is hosted by comedian Eric Schwartz who randomly interviews people on the street about local and national curriculum focusing on questions about any of the following topics; geography, history, art, science, mathematics, culture, language, music and sports. The answers to the questions are addressed with video inserts, graphs and/or maps to provide viewers with a deeper understanding of the topic. |

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>WVTV Licensee, Inc</p> |

Attachments

No Attachments.