



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0002715563** | File Number: **CPR-152386** | Submit Date: **04/04/2014** | Call Sign: **WISC-TV** | Facility ID: **65143** |  
City: **MADISON** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**04/04/2014** | Filing Status: **Active**

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## Report reflects information for : First Quarter of 2014

### General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant  
Information**

**Applicant Name, Type, and Contact Information**

Applicant	Address	Phone	Email	Applicant Type
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**Contact  
Representatives  
(0)**

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CBS
	Nielsen DMA	Madison
	Web Home Page Address	www.channel3000.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	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	4.0
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(14)**

Digital Core Program (1 of 14)	Response
Program Title	LUCKY DOG
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-TV) (effective 092813)
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.	<p>Animal trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 14)	Response
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON WISC-TV) (effective 092813)
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.	<p>Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 14)	Response
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Program Title	RECIPE REHAB
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-TV) (effective 092813)
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.	Each week, host Evette Rios, recently a field correspondent and roving reporter for "The Chew," helps American families modify and update a high-calorie family recipe. First, two chefs face off in a head-to-head competition to give the recipes a nutritious low-calorie twist. After making each rehabbed recipe in its own kitchen, the family chooses its new favorite. This recipe makeover challenge teaches viewers about the nutritional value of different foods, promotes the use of healthy, wholesome ingredients, and demonstrates that healthy food choices can have positive effects on viewers' quality of life. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (4 of 14)**

**Response**

Program Title	JAMIE OLIVER'S 15 MINUTE MEALS
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Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-TV) (effective 092813)
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.	Best known for his Emmy Award-winning television program, "Jamie Oliver's Food Revolution," Oliver is one of the world's favorite celebrity chefs who aspires to teach the world to cook. Oliver's core belief is that simply cooking for oneself using fresh ingredients is the easiest way to maintain a balanced diet, and to this goal, he has perfected a delicious collection of healthy recipes that can be prepared in 15 minutes. The show encourages young viewers to replicate the recipes and to develop healthy lifestyles through healthy cooking. The program also fosters viewers' appreciation for different kinds of foods and cultures from around the world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (5 of 14)**

**Response**

Program Title	ALL IN WITH LAILA ALI
Origination	Network



Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-TV) (effective 092813)
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.	ALL IN, hosted by Laila Ali, scours the globe to track down compelling stories, profiling inspirational people, groundbreaking achievements and extraordinary lifestyles. Using a magazine format, the program focuses on the achievements of individuals, who, whether through sports, culture, travel or adventure, follow their dreams. The program illustrates for viewers important life lessons: the rewards of developing a passion for some subject or discipline, the importance of setting goals and the value of not giving up. The show not only encourages a positive sense of commitment to one's goals but also the idea that hard work can achieve very positive results. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (6 of 14)**

**Response**

Program Title	GAME CHANGERS WITH KEVIN FRAZIER
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON WISC-TV) (effective 092813)
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	GAME CHANGERS, hosted by "omg! Insider's" Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

#### Digital Preemption Programs #1

Questions	Response
Title of Program	GAME CHANGERS WITH KEVIN FRAZIER
List date and time rescheduled	031514 10:00am
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	031514 EPS#01252014
Reason for Preemption	Sports

<b>Digital Core Program (7 of 14)</b>	
	<b>Response</b>
Program Title	ECO COMPANY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides practical tips that teens, and people of all ages can use in their daily lives.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (8 of 14)</b>	
	<b>Response</b>
Program Title	ANIMAL SCIENCE
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:30 AM (AIRS ON TVW)
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 new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (specific target audience is 13-16). While most animal shows look at the behavior of animals, Animal Rescue goes one step further to look at the how and why an animal is able to excel in its environment. Animal Science uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. The enthusiastic host's modern vocal style is engaging to the target audience and attracts all age demographics.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (9 of 14)</b>	<b>Response</b>
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON TVW)
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 producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (10 of 14)</b>	<b>Response</b>
Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time	13

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild About Animals is a weekly half-hour animal magazine series that airs 52 weeks of the year. The show is hosted by Emmy-award winning actress Mariette Hartley, who has committed herself to working for animal rights over the past 20 years. The series is produced for children 13-16. The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well to educate them further about animals they see everyday.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (11 of 14)</b>	
	<b>Response</b>
Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON TVW)
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 series takes children on fascinating Awesome Adventures every week. They'll experience volcanic explorations, the rapids of the Salmon River, and Safaris in Africa. Awesome Adventures entertains and teaches kids about the histories and the cultures of the places they visit. It's about kids traveling the world and experiencing the excitement of Awesome Adventures.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (12 of 14)</b>		<b>Response</b>
Program Title	WHADDYADO?	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON TVW)	
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.	Whaddyado? chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, Whaddyado documents the event, interviews participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, there is a moral dilemma segment featured in each show.	
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes	

<b>Digital Core Program (13 of 14)</b>		<b>Response</b>
Program Title	CHATROOM	

Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON TVW)
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.	Chatroom is a half-hour weekly educational series designed to educate, inform, and entertain children 16 & under (specific target audience is 13-16) through re-enacting 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. Chatroom may not have all the answers, but it offers a place where young people can watch and discuss the problems they face. Chatroom provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. Chatroom 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 (14 of 14)**

**Response**

Program Title	FAMILY STYLE WITH CHEF JEFF
Origination	Syndicated



Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON TVW)
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.	Family Style with Chef Jeff is an educational and informative half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. Family Style uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well-informed choices about their eating habits, nutrition, and health.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Non-Core Educational and Informational Programming (5)**

<b>Non-Core Educational and Informational Programming (1 of 5)</b>	<b>Response</b>
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Made in Hollywood: Teen Edition is an FCC-friendly, educational / informational, nationally-syndicated weekly series. Its core programming targets 13-16 year-old teens with segments ranging from coverage of animation and producing and directing to costume design, casting, and 3D technology. The content-rich spin-off introduces its audience to behind-the-scenes film making, special effects techniques, and career opportunities focusing on the creative, technical, and artistic skills of the motion picture and television industries.
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	

<b>Non-Core Educational and Informational Programming (2 of 5)</b>	<b>Response</b>
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAY 5:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13

Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Rescue exerts a positive influence on young viewers through its themes of respect and compassion for all living creatures, its information on medical rehabilitation treatments, the techniques and teamwork of rescue personnel it shows, and the safety advice that concludes each episode. Additionally, it educates young viewers about the animals themselves, their habitats, development and behavior, and it also promotes awareness of important environmental issues.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

**Date and Time Aired:**

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 5)	Response
Program Title	LIVE LIFE AND WIN!
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:30 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	13
Number of Preemptions	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Live Life and Win! is a weekly, curriculum-blended, Educational / Informational, nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement, and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions.

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Does the program have educating and informing children ages 16 and under as a significant purpose?

Yes

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Does the Licensee identify the program by displaying throughout the program the symbol E/I?

Yes

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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

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**Date and Time Aired:**

Questions	Response
Date Time	

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Non-Core Educational and Informational Programming (4 of 5)	Response
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Program Title	TIME FOR KIDS VIGNETTES
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Origination	Local
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Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON WISC-TV)
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Total times aired at regularly scheduled time:	214
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Number of Preemptions	0
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Length of Program	1 mins
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Age of Target Child Audience	8 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for the fourth quarter of 2013 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic's CEO on WISC-TV's anti-bullying campaign "The Buddy Project." The messages stressed the importance of raising children more likely to be "buddies" instead of "bullies," and also the importance of informing adults when instances of bullying are witnessed.
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Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
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Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
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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?

No

**Date and Time Aired:**

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (5 of 5)	Response
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Program Title	TIME FOR KIDS VIGNETTES
Origination	Local
Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON TVW)
Total times aired at regularly scheduled time:	347
Number of Preemptions	0
Length of Program	1 mins
Age of Target Child Audience	8 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for the fourth quarter of 2013 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic's CEO on WISC-TV's anti-bullying campaign "The Buddy Project." The messages stressed the importance of raising children more likely to be "buddies" instead of "bullies," and also the importance of informing adults when instances of bullying are witnessed.
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?	No
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?	No

**Date and Time Aired:**

Questions	Response
Date Time	

**Sponsored Core  
Programming (0)**

**Liaison Contact**

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	JILL SOMMERS
Address	7025 RAYMOND ROAD
City	MADISON
State	WI
Zip	53719
Telephone Number	608-271-4321
Email Address	jsommers@wisctv.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.	On Saturday, March 15, the FCC E/I show GAME CHANGERS WITH KEVIN FRAZIER that normally airs at 10:30 AM was preempted due to an early start for NCAA football. The episode was made good the next day, Sunday, March 16, AT 10:00am.

**Other Matters (14)**

<b>Other Matters (1 of 14)</b>	<b>Response</b>
Program Title	LUCKY DOG
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-TV)
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 trainer Brandon McMillan operates a training facility known as the Lucky Dog Ranch, where his mission is to rescue hard-to-love and untrained dogs and find them homes. The show focuses on exercising responsibility and on developing a sense of appreciation for life and animals. Life lessons are an integral part of the overarching theme of rescuing these animals from death and providing a second chance for life. Following McMillan's investigations into how to retrain these animals to make them welcome members in the homes of families is both educational and inspirational - encouraging this demographic to become sensitive to our own and others' behavior and teaching how we as individuals can make a difference. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

<b>Other Matters (2 of 14)</b>	<b>Response</b>
Program Title	DR. CHRIS PET VET
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON WISC-TV)
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.	Chronicling the adventures of Dr. Chris Brown, DR. CHRIS PET VET allows viewers unique insight into the life of one of the world's busiest vets and the animals that he treats. For those animals that require specialist services, Dr. Chris calls on his good friend and colleague Dr. Lisa Chimes, who works at a small animal specialist hospital. The show usually consists of three segments, following the doctor as he treats various animals that are in trouble and offering the viewer opportunities to understand the challenges a veterinarian daily faces. The series focuses on how the doctor investigates the individual problem and tries to develop solutions that on the surface would seem confounding to the viewer. As such the show not only offers a view into careers in and responsibility for taking care of pets, but also into problem solving strategies and behaviors. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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**Other Matters (3 of 14)**

**Response**

Program Title	RECIPE REHAB
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-TV)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each week, host Evette Rios, recently a field correspondent and roving reporter for "The Chew," helps American families modify and update a high-calorie family recipe. First, two chefs face off in a head-to-head competition to give the recipes a nutritious low-calorie twist. After making each rehabbed recipe in its own kitchen, the family chooses its new favorite. This recipe makeover challenge teaches viewers about the nutritional value of different foods, promotes the use of healthy, wholesome ingredients, and demonstrates that healthy food choices can have positive effects on viewers' quality of life. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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**Other Matters (4 of 14)**

**Response**

Program Title	JAMIE OLIVER'S 15 MINUTE MEALS
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Origination	Network
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Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-TV)
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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.	Best known for his Emmy Award-winning television program, "Jamie Oliver's Food Revolution," Oliver is one of the world's favorite celebrity chefs who aspires to teach the world to cook. Oliver's core belief is that simply cooking for oneself using fresh ingredients is the easiest way to maintain a balanced diet, and to this goal, he has perfected a delicious collection of healthy recipes that can be prepared in 15 minutes. The show encourages young viewers to replicate the recipes and to develop healthy lifestyles through healthy cooking. The program also fosters viewers' appreciation for different kinds of foods and cultures from around the world. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

<b>Other Matters (5 of 14)</b>	<b>Response</b>
Program Title	ALL IN WITH LAILA ALI
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-TV)
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.	ALL IN, hosted by Laila Ali, scours the globe to track down compelling stories, profiling inspirational people, groundbreaking achievements and extraordinary lifestyles. Using a magazine format, the program focuses on the achievements of individuals, who, whether through sports, culture, travel or adventure, follow their dreams. The program illustrates for viewers important life lessons: the rewards of developing a passion for some subject or discipline, the importance of setting goals and the value of not giving up. The show not only encourages a positive sense of commitment to one's goals but also the idea that hard work can achieve very positive results. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

<b>Other Matters (6 of 14)</b>	
	<b>Response</b>
Program Title	GAME CHANGERS WITH KEVIN FRAZIER
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON WISC-TV)
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.	GAME CHANGERS, hosted by "omg! Insider's" Kevin Frazier, highlights professional athletes who use their notoriety and success to make positive changes in the lives of people in need. The program offers a very positive opportunity to view sports figures in activities that reflect the ideas of good sportsmanship and civic mindedness. Profiled celebrities range from players who have set up charities for youngsters around the world to those who have put together foundations that support various initiatives in their own communities where they were raised as part of an effort to "give back." The show provides valuable lessons on the true meaning of sportsmanship and responsibility to society of those who have achieved great success. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

<b>Other Matters (7 of 14)</b>	
	<b>Response</b>
Program Title	ECO COMPANY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 7:00 AM (AIRS ON TVW)
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.	Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides practical tips that teens, and people of all ages can use in their daily lives.
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**Other Matters (8 of 14)**

**Response**

Program Title	ANIMAL SCIENCE
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SATURDAYS 7:30 AM (AIRS ON TVW)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Science is a new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (specific target audience is 13-16). While most animal shows look at the behavior of animals, Animal Rescue goes one step further to look at the how and why an animal is able to excel in its environment. Animal Science uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. The enthusiastic host's modern vocal style is engaging to the target audience and attracts all age demographics.
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**Other Matters (9 of 14)**

**Response**

Program Title	JACK HANNA'S ANIMAL ADVENTURES
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON TVW)
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe.
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**Other Matters (10 of 14)**

**Response**

Program Title	WILD ABOUT ANIMALS
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON TVW)
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.	Wild About Animals is a weekly half-hour animal magazine series that airs 52 weeks of the year. The show is hosted by Emmy-award winning actress Mariette Hartley, who has committed herself to working for animal rights over the past 20 years. The series is produced for children 13-16. The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well to educate them further about animals they see everyday.
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**Other Matters (11 of 14)**

**Response**

Program Title	AWESOME ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON TVW)
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 series takes children on fascinating Awesome Adventures every week. They'll experience volcanic explorations, the rapids of the Salmon River, and Safaris in Africa. Awesome Adventures entertains and teaches kids about the histories and the cultures of the places they visit. It's about kids traveling the world and experiencing the excitement of Awesome Adventures.
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**Other Matters (12 of 14)**

**Response**

Program Title	WHADDYADO?
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON TVW)
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.	Whaddyado? chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, Whaddyado documents the event, interviews participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, there is a moral dilemma segment featured in each show.

**Other Matters (13 of 14)**

**Response**

Program Title	CHATROOM
Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON TVW)
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.	Chatroom is a half-hour weekly educational series designed to educate, inform, and entertain children 16 & under (specific target audience is 13-16) through re-enacting 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. Chatroom may not have all the answers, but it offers a place where young people can watch and discuss the problems they face. Chatroom provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. Chatroom 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 (14 of 14)**

**Response**

Program Title	FAMILY STYLE WITH CHEF JEFF
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Origination	Syndicated
Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON TVW)
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.	Family Style with Chef Jeff is an educational and informative half-hour, E/I series that teaches viewers how making the right choices in the kitchen can lead to life-changing experiences for the entire family. Each episode features interesting and valuable health and nutrition information as viewers also learn how to cook healthier versions of some of our favorite dishes. Family Style uses unique structural components to help young viewers retain and reflect on important and current health-related information. The series also features nutrition quizzes, health tips, and Chef Jeff's own positive reinforcement. The goal of the series is to help young viewers make well-informed choices about their eating habits, nutrition, and health.

**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>Television Wisconsin, Inc.</b></p>



## Attachments

No Attachments.