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Children's Television Programming Report

FRN: **0030884985** | File Number: **CPR-160700** | Submit Date: **10/09/2014** | Call Sign: **WMOW** | Facility ID: **81503** | City:  
**CRANDON** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**10/09/2014** | Filing Status: **Active**

Report reflects information for : Third 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

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	ABC, CW, ThisTV
	Nielsen DMA	Wausau-Rhinelanders
	Web Home Page Address	www.waow.com

Digital Core  
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	336.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	7.0
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(18)

Digital Core Program (1 of 18)	Response
Program Title	Jack Hanna's Wild Countdown E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals in Africa,'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 18)      Response	
Program Title	Ocean Mysteries E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 18)      Response	
Program Title	Born to Explore E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and man-made treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their home.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 18)	Response
Program Title	Sea Rescue E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT

Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 18)		Response
Program Title		The Wildlife Docs E/I 4.2
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays/10:00-10:30 AM CT
Total times aired at regularly scheduled time		13



Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, The Wildlife Docs, produced for ages 13-16 follows the surprising exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and informational program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 18)	Response
Program Title	Expedition Wild E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
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.	Produced for ages 13-16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places - revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears - bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Expedition Wild E/I 4.2
List date and time rescheduled	Saturday, July 5, 2014 5:00-5:30 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Saturday, July 5, 2014 10:30-11:00 AM CT
Reason for Preemption	Sports

Digital Core Program (7 of 18)	Response
Program Title	Into the Outdoors E/I 4.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	7
Total times aired	13

Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
Length of Program	30 mins
Age of Target Child Audience	7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Into the Outdoors is a five-time Emmy Award Winning outdoors television series for kids. They are now in their eighth season of fun and exciting outdoor adventures. Joining a diverse group of kids and adults at all locations, Into the Outdoors introduces fishing, camping, environmental concerns and outdoor safety--just to name a few topics. There are also many great educational subjects for teachers and parents alike to share with their kids.
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	Into the Outdoors E/I 4.2
List date and time rescheduled	Sunday, September 7, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, September 7, 2014 10:30-11:00 AM CT
Reason for Preemption	Sports

#### Digital Preemption Programs #2

Questions	Response
Title of Program	Into the Outdoors E/I 4.2
List date and time rescheduled	Sunday, September 28, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, September 28, 2014 10:30-11:00 AM CT
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Into the Outdoors E/I 4.2
List date and time rescheduled	Sunday, September 14, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, September 14, 2014 11:30-12:00 PM CT
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Into the Outdoors E/I 4.2
List date and time rescheduled	Sunday, August 24, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, August 24, 2014 10:30-11:00 AM CT
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Into the Outdoors E/I 4.2
List date and time rescheduled	Sunday, September 21, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, September 21, 2014 10:30-11:00 AM CT
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Into the Outdoors E/I 4.2

List date and time rescheduled	Sunday, August 31, 2014 11:30-12:00 PM CT
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	Sunday, August 31, 2014 10:30-11:00 AM CT
Reason for Preemption	Other

Digital Core Program (8 of 18)		Response
Program Title		Chat Room E/I 4.1 (thru September 6, 2014)
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays/12:00-12:30 PM CT
Total times aired at regularly scheduled time	10	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		"CHAT ROOM" is a brand new half-hour weekly educational series designed to inform, educate, and entertain children 16 & under (specific target audience is 13-16) through reenacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the frontlines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. "CHAT ROOM" may not have all the answers but it offers a place where young people can watch and discuss the problems they face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (9 of 18)		Response
Program Title	On the Spot E/I 4.1	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays/12:30 PM-1:00 PM CT	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (10 of 18)		Response
Program Title	Animal Science E/I 4.1 (thru September 6, 2014)	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays/1:00 PM-1:30 PM CT	

Total times aired at regularly scheduled time	10
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"ANIMAL SCIENCE" is a brand new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 18)		Response
Program Title		Great Big World E/I 4.1
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays/1:30 PM-2:00 PM CT
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Elizabeth Stanton's Great Big World provides dynamic core programming in the areas of particular concern to young teens ages 13-16; including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need - ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens - combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 18)	Response
Program Title	Live Life & Win E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/2:00 PM-2:30 PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins



Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self-reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!".
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (13 of 18)</b>	<b>Response</b>
Program Title	Made in Hollywood: Teen Edition E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/2:30 PM-3:00 PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13 to 16 year-old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries" (Berry & O'Neal, 2006, p. 1). To guide the production of MIH:TE, Berry (2006) developed a career and guidance model that offers a framework for the development of each episode.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 18)		Response
Program Title		Animal Atlas E/I 4.3
Origination		Network
Days/Times Program Regularly Scheduled		Sundays/9:00-9:30 AM CT, 9:30-10:00 AM CT
Total times aired at regularly scheduled time		26
Total times aired		25
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		0
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Animal Atlas travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about the way they live, and the adaptations that allow them to survive and thrive in the wild. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (15 of 18)		Response
Program Title		Zoo Clues E/I 4.3

Origination	Network
Days/Times Program Regularly Scheduled	Sundays/10:00-10:30 AM CT, 10:30-11:00 AM CT
Total times aired at regularly scheduled time	26
Total times aired	26
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)		Response
Program Title	On the Spot E/I 4.3	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30 AM CT, 11:30 AM-12:00 PM CT	
Total times aired at regularly scheduled time	26	
Total times aired	16	
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled	2	
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 content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 18)	Response
Program Title	Everyday Health E/I 4.1 (as of September 13, 2014)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00-12:30 PM CT
Total times aired at regularly scheduled time	3
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.	In this weekly half-hour series developed and produced to educate and inform viewers ages 13-16, our hosts scan the country finding those who 'pay it forward' to promote health and wellness. The remarkable people that viewers meet are referred to as 'agents of change,' special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday Health, through captivating storytelling, reports on amazing teens and other selfless Americans who are 'paying it forward,' with good will and new ideas that will inspire other teens to take action.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 18)	Response
Program Title	Culture Click E/I 4.1 (as of September 13, 2014)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/1:00 PM-1:30 PM CT
Total times aired at regularly scheduled time	3
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.	Culture Click is a weekly half-hour series that explores the genesis of and reasons behind cultural events that permeate our everyday lives. Developed and produced for viewers aged 13-16, host Nzinga Blake opens each episode from her virtual reality set with a list of what's trending on search engines that week. These topics will serve as a jumping-off point for a deep dive into the culture viewers 13-16 will embrace. Each week Nzinga will analyze and answer the questions that shape our society using the power and speed of the internet and user-generated questions and content. Experts in pop culture will join her to add insight and historical perspective. And most importantly, viewers will come away with a week's work of "aha" moments to share with their friends and family. Six degrees of separation takes on a whole new meaning, and there's no limit to what viewers will learn when they experience Culture Click.
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	Kelly Fuller
Address	1908 Grand Avenue
City	Wausau
State	WI
Zip	54403
Telephone Number	715-843-9236
Email Address	Kfuller@waow.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, August 9, 2014, Sea Rescue was preempted from 9:30 AM - 10:00 AM CT due to breaking news with President Obama talking about the crisis in Afghanistan. On Sunday, September 21, 2014, due to technical difficulties beyond the control of the station, the episode of Into the Outdoors did not air in its entirety. The station gives tours to children and other community groups upon request. Our meteorologist explains weather and station components, including weather computers and how they track the weather systems.

Other Matters (20)

Other Matters (1 of 20)	Response
Program Title	Jack Hanna's Wild Countdown E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face-to-face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different 'top ten' each week in a variety of categories. What are the top ten 'fastest animals' in Africa, 'tallest insects,' 'biggest eaters,' 'smartest birds'...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.

Other Matters (2 of 20)	Response
Program Title	Ocean Mysteries E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the 'family dynamics' of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.
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Other Matters (3 of 20)	Response
Program Title	Sea Rescue E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Other Matters (4 of 20)	Response
Program Title	The Wildlife Docs E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half-hour weekly series, The Wildlife Docs, produced for ages 13-16 follows the surprising exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, x-rays to surgery, preventative care to emergencies, this educational and informational program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.
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Other Matters (5 of 20)	Response
Program Title	Outback Adventures with Tim Faulkner E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is a live action, half-hour television program designed to meet the educational and informational needs of children. Produced for ages 13-16, this educational and informational program is hosted by wildlife expert Time Faulkner. Viewers will be provided an eye-opening experience as Tim, animal expert and wildlife park operations manager, showcases the beauty and wonder of the natural world. Audiences will be brought closer to the natural world as Tim explores the habitats and adventures of creatures of all sizes, including a giant Galapagos tortoise, a baby wombat, the flying fox, and even a newly discovered species of birds.

Other Matters (6 of 20)	Response
Program Title	Born to Explore E/I 4.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:30-11:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and man-made treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes.
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Other Matters (7 of 20)	Response
Program Title	Into the Outdoors E/I 4.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays/11:30-12:00 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Into the Outdoors is a five-time Emmy Award Winning outdoors television series for kids. They are now in their eighth season of fun and exciting outdoor adventures. Joining a diverse group of kids and adults at all locations, Into the Outdoors introduces fishing, camping, environmental concerns and outdoor safety-just to name a few topics. There are also many great educational subjects for teachers and parents alike to share with their kids.

Other Matters (8 of 20)	Response
Program Title	Dog Whisper with Cesar Millan: Family Edition E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/7:00-7:30 AM CT,7:30-8:00 AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Whisperer with Cesar Millan: Family Edition is a weekly half-hour series produced for viewers 13-16 and the entire family that educates and informs the audience about canine training techniques and creating healthy environments for dogs. Hosted by renowned dog behaviorist and trainer Cesar Millan, Dog Whisperer with Cesar Millan: Family Edition travels far and wide to help problem pups and teach families to better understand how to better deal with a dog's negative behavior. From Chihuahuas to Great Danes, no job is too big (or small) for Cesar. Viewers will have the chance to witness remarkable transformations first-hand and discover the how to be a responsible pet owner.
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Other Matters (9 of 20)	Response
Program Title	Calling Dr. Pol E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT,8:30-9:00 AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Calling Dr. Pol is a weekly half-hour series that explores the fascinating occupation of veterinary medicine. Designed to educate and inform viewers aged 13-16 and the entire family this inspiring series invites viewers to share in the experiences of Dr. Pol. An enthusiastic and naturally-inclined and well-rounded scholar, Dr. Pol has been practicing veterinary medicine for over 35 years. Caring for more than 19,000 patients, Dr. Pol has seen it all. Specializing in large farm animals, Dr. Pol, his family and veterinary staff also care for animals of all shapes and sizes. Each week audiences will have a chance to understand the challenges and rewards of this fulfilling profession and learn that the work doesn't end at the clinic; Dr. Pol often takes his talents to the road by helping sick or injured animals on neighboring farms and ranches. With the added benefit of Dr. Pol's expert analysis and on-screen factoids, viewers will have the opportunity to learn about the biology and behavior of various domesticated animals and livestock. Unstoppable and unflappable, this Doc is a legend in the community and provides an entertaining view of the veterinary profession.

Other Matters (10 of 20)	Response
Program Title	The Brady Barr Experience E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT,9:30-10:00 AM CT
Total times aired at regularly scheduled time	26

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Brady Barr Experience is a weekly half-hour series that is designed to inform and educate viewers 13-16 years of age. In this action-packed series viewers will go behind the scenes with Dr. Brady Barr for a captivating ride through the world of wildlife and animal conservation. As a seasoned herpetologist, Dr. Brady Barr has traveled to five continents, worked with hundreds of scientists and has gotten up close and personal with some of the most misunderstood animals on the planet. Brady Barr has made it his life's work to study and protect some of the world's most dangerous and endangered land animals and in this series, he will share his knowledge and passion for the earth's wildlife with the audience.

Other Matters (11 of 20)	Response
Program Title	Expedition Wild E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT,10:30-11:00 AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Hosted by wildlife expert Casey Anderson, Expedition Wild is a weekly half-hour series designed to educate and inform viewers aged 13-16. This live-action series is an innovative and action-packed odyssey through North America's wild places - revealing a rare glimpse into the beauty and complexity of the natural world. Viewers follow Casey on a series of breathtakingly wild adventures: he'll paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a raven's nest, observe Polar Bears on Alaska's northern slope, and climb to rugged extremes in pursuit of Northern Maine's Black Bears. With Casey's expertise, audiences are witness to a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.

Other Matters (12 of 20)	Response
Program Title	Rock the Park E/I 4.1
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/11:00-11:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Rock the Park is a weekly half-hour series produced and designed to educate and inform children 13-16 years of age. The series taps into America's love affair with our national parks. In this awe-inspiring and entertaining series our hosts, Jack Steward and Colton Smith, come face to face with nature and some of the most amazing places on earth. The viewers will learn, along with Jack and Colton, about the wonders of nature and the variety of wild animals that inhabit America. Viewers will witness the fascinating activities of the massive brown bears of the Katmai National Park in Alaska, mammoth glaciers crashing into the sea, and Jack and Colton to facing their fears on the quest to make the climb of their lives in North Cascades National Park in Washington, Jack and Colton's adventures on Rock the Park will inspire families to go out and explore the vast resources that the national parks provide.
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Other Matters (13 of 20)	Response
Program Title	Reluctantly Healthy E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30 AM-12:00 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Reluctantly Healthy is a half-hour weekly series designed to educate and inform children 13-16 years of age. Healthy eating and recipes, fun and easy ways to incorporate daily exercise, and interesting and new activities that the whole family can enjoy are featured in this live action television program. Whether it be constant travel, working long hours, multiple after school activities, or the perceived notion of not having time to focus on nutritious food choices, host Judy Greer and her team of experts will show families and viewers how to stay healthy on-the-go. Judy shows how it's easy to stay happy and healthy through exercise and eating well.

Other Matters (14 of 20)	Response
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Program Title	Live Life & Win E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00 PM-12:30 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!".

Other Matters (15 of 20)	Response
Program Title	Made in Hollywood: Teen Edition E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:30 PM-1:00 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious "on-camera" career in acting, there are also a number of "behind the screen" pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13 to 16 year-old viewers so they can "explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries" (Berry & O'Neal, 2006, p. 1). To guide the production of MIH:TE, Berry (2006) developed a career and guidance model that offers a framework for the development of each episode.
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Other Matters (16 of 20)	Response
Program Title	On the Spot E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/1:00 PM-1:30 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

Other Matters (17 of 20)	Response
Program Title	Great Big World E/I 4.1
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/1:30 PM-2:00 PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Elizabeth Stanton's Great Big World provides dynamic core programming in the areas of particular concern to young teens ages 13-16; including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need - ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens - combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends' personal hands-on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.

Other Matters (18 of 20)	Response
Program Title	Animal Atlas E/I 4.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/9:00-9:30 AM CT,9:30-10:00 AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas travels the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about the way they live, and the adaptations that allow them to survive and thrive in the wild. Just spin the globe. Anywhere, everywhere animals live, you'll find Animal Atlas!

Other Matters (19 of 20)	Response
Program Title	Zoo Clues E/I 4.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/10:00-10:30 AM CT,10:30-11:00 AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.

Other Matters (20 of 20)	Response
Program Title	On the Spot E/I 4.3
Origination	Network

Days/Times Program Regularly Scheduled	Sundays/11:00-11:30 AM CT, 11:30 AM-12:00 PM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on-the-street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

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>WAOW- WYOW Television, Inc.</b></p>

**Attachments**

No Attachments.