



(REFERENCE COPY - Not for submission)

# Children's Television Programming Report

FRN: **0002715563** | File Number: **CPR-126472** | Submit Date: **01/09/2012** | 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:

**01/09/2012** | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2011

General Information

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

**Applicant  
Information**

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

| Applicant | Address | Phone | Email | Applicant Type |
|-----------|---------|-------|-------|----------------|
|           |         |       |       |                |

Contact  
Representatives  
(0)

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's  
Television  
Information

| Section      | Question              | Response            |
|--------------|-----------------------|---------------------|
| Station Type | Station Type          | Network Affiliation |
|              | Affiliated network    | 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<br>Program (1<br>of 14)   | Response  |
|--|---|
| Program Title  | DOODLEBOPS - I  |
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS 8:00 AM (AIRS ON WISC-TV)   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 14  |
| Total times<br>aired   |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 3 years to 6 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Digital Core Program (2 of 14)   | Response  |
|--|---|
| Program Title  | DOODLEBOPS - II   |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAYS 8:30 AM (AIRS ON WISC-TV)   |
| Total times aired at regularly scheduled time  | 14  |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 3 years to 6 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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 (3 of 14) | Response |
|--------------------------------|----------|
|--------------------------------|----------|

|  |   |
|--|---|
| Program Title  | BUSYTOWN MYSTERIES - I  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAYS 9:00 AM (AIRS ON WISC-TV)   |
| Total times aired at regularly scheduled time  | 14  |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 3 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. 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                  | BUSYTOWN MYSTERIES - II |

|  |   |
|--|---|
| Origination  | Network   |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS 9:30 AM (AIRS ON WISC-TV)   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 14  |
| Total times<br>aired   |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 3 years to 7 years  |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. 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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Digital Core<br>Program (5<br>of 14) |                | Response |
|--------------------------------------|----------------|----------|
| Program Title                        | DANGER RANGERS |          |
| Origination                          | Network        |          |



|  |  |
|--|--|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS 10:00 AM (AIRS ON WISC-TV)   |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 14   |
| Total times<br>aired   |  |
| Number of<br>Preemptions   | 0  |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |  |
| Number of<br>Preemptions<br>Rescheduled  |  |
| Length of<br>Program   | 30 mins  |
| Age of<br>Target Child<br>Audience   | 4 years to 8 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. 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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes  |

| Digital Core<br>Program (6<br>of 14) | Response  |
|--------------------------------------|-----------|
| Program Title                        | HORSELAND |
| Origination                          | Network   |

|  |   |
|--|---|
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS 10:30 AM (AIRS ON WISC-TV)  |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 14  |
| Total times<br>aired   |   |
| Number of<br>Preemptions   | 0   |
| Number of<br>Preemptions<br>for other than<br>Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled  |   |
| Length of<br>Program   | 30 mins   |
| Age of<br>Target Child<br>Audience   | 9 years to 11 years   |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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<br>Licensee<br>identify the<br>program by<br>displaying<br>throughout<br>the program<br>the symbol E<br>/I?                                   | Yes   |

| Digital Core<br>Program (7 of 14)      Response |                                 |
|---|---------------------------------|
| Program Title                                   | ANIMAL ATLAS CLASSICS           |
| Origination                                     | Syndicated                      |
| Days/Times<br>Program Regularly<br>Scheduled    | SATURDAYS 7:00 AM (AIRS ON TVW) |

|  |  |
|--|--|
| Total times aired at regularly scheduled time  | 14   |
| 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. | Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, ANIMAL ATLAS CLASSICS brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Young minds will draw many conclusions about the natural world shown in this series, conclusions that are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem, the elements of animal classification, and the general emphasis on life science. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I?                              | Yes  |

| Digital Core Program (8 of 14) Response            |                                      |
|--|--------------------------------------|
| Program Title                                      | ANIMAL EXPLORATION WITH JAROD MILLER |
| Origination  | Syndicated                           |
| Days/Times Program Regularly Scheduled             | SATURDAYS 7:30 AM (AIRS ON TVW)      |
| Total times aired at regularly scheduled time      | 14                                   |
| 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 ANIMAL EXPLORATION WITH JAROD MILLER looks at exotic and domestic animals from his own unique perspective, traveling to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. It is the mission of this program to inspire viewers, children, and adults alike, and to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies 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   |

| Digital Core Program (9 of 14)                     | Response                        |
|--|---------------------------------|
| 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      | 14                              |
| 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  |

| Digital Core Program (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  | 14   |
| 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  |

| Digital Core Program (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  | 14   |
| 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  |

| Digital Core Program<br>(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      |  | 14                              |
| 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   |

| Digital Core Program (13 of 14)  | Response  |
|--|---|
| Program Title  | MYSTERY HUNTERS   |
| Origination  | Syndicated  |
| Days/Times Program Regularly Scheduled   | SATURDAYS 10:00 AM (AIRS ON TVW)  |
| Total times aired at regularly scheduled time  | 14  |
| Total times aired  |   |
| Number of Preemptions  | 0   |
| Number of Preemptions for other than Breaking News   |   |
| Number of Preemptions Rescheduled  |   |
| Length of Program  | 30 mins   |
| Age of Target Child Audience   | 13 years to 16 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | MYSTERY HUNTERS is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international culture. |
| 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                   | MADE IN HOLLYWOOD: TEEN EDITION |
| Origination                     | Syndicated                      |

|   |   |
|---|---|
| Days/Times<br>Program Regularly<br>Scheduled  | SATURDAYS 10:30 AM (AIRS ON TVW)  |
| Total times aired at<br>regularly scheduled<br>time   | 14  |
| Total times aired   |   |
| Number of<br>Preemptions  | 0   |
| Number of<br>Preemptions for<br>other than Breaking<br>News   |   |
| Number of<br>Preemptions<br>Rescheduled   |   |
| Length of Program   | 30 mins   |
| Age of Target Child<br>Audience   | 13 years to 16 years  |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how it<br>meets the definition<br>of Core<br>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 filmmaking, special effects techniques, and career opportunities focusing on the creative, technical, and artistic skills of the motion picture and television industries. |
| Does the Licensee<br>identify the program<br>by displaying<br>throughout the<br>program the symbol<br>E/I?                                    | Yes   |



Non-Core Educational and Informational Programming (7)

| Non-Core Educational and Informational Programming (1 of 7)  | Response   |
|--|--|
| Program Title  | MISSING  |
| Origination  | Syndicated   |
| Days/Times Program Regularly Scheduled:  | SUNDAYS 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.   | MISSING serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States. |
| 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 (2 of 7) | Response                        |
|---|---------------------------------|
| Program Title   | ANIMAL RESCUE                   |
| Origination   | Syndicated                      |
| Days/Times Program Regularly Scheduled:                     | SATURDAYS 5:30 AM (AIRS ON TVW) |
| Total times aired at regularly scheduled time:              | 14                              |
| Number of Preemptions                                       | 0                               |
| Length of Program   | 30 mins                         |
| Age of Target Child Audience                                | 12 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 7)  | Response  |
|--|---|
| Program Title  | TIME FOR KIDS VIGNETTES   |
| Origination  | Local   |
| Days/Times Program Regularly Scheduled:  | VARIOUS (AIRS ON WISC-TV)   |
| Total times aired at regularly scheduled time:   | 40  |
| 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 2011 stressed the importance of choosing the right kinds of foods to maintain a healthy diet and lifestyle. A general message about WISC-TV's ongoing Time for Kids campaign also aired. |
| 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 |          |

| Non-Core Educational and Informational Programming (4 of 7)  | Response  |
|--|---|
| Program Title  | TIME FOR KIDS VIGNETTES   |
| Origination  | Local   |
| Days/Times Program Regularly Scheduled:  | VARIOUS (AIRS ON TVW)   |
| Total times aired at regularly scheduled time:   | 156   |
| Number of Preemptions  | 1   |
| Length of Program  | 1 mins  |
| Age of Target Child Audience   | 8 years to 14 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 2011 stressed the importance of choosing the right kinds of foods to maintain a healthy diet and lifestyle. A general message about TVW's ongoing Time for Kids campaign also aired. |
| 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 |          |

| Non-Core Educational and Informational Programming (5 of 7) | Response   |
|---|--|
| Program Title   | TIME FOR KIDS SPECIAL: RECIPE FOR HEALTH           |
| Origination   | Local  |
| Days/Times Program Regularly Scheduled:                     | WEDNESDAY, NOVEMBER 30, 8:00 PM (AIRED ON WISC-TV) |

|  |   |
|--|---|
| Total times aired at regularly scheduled time:   | 1   |
| Number of Preemptions  | 0   |
| Length of Program  | 60 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: RECIPE FOR HEALTH is a new program produced by WISC-TV that looks at the state of the childhood obesity problem in southwestern Wisconsin. The program examines what local physicians, health care workers, and families are doing and can do to curb kids' growing waistlines. The show shares advice that families can use to make and maintain healthy lifestyle choices. |
| 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 |          |

| Non-Core Educational and Informational Programming (6 of 7)  | Response  |
|--|---|
| Program Title  | TIME FOR KIDS SPECIAL: RECIPE FOR HEALTH  |
| Origination  | Local   |
| Days/Times Program Regularly Scheduled:  | SATURDAY, DECEMBER 17, 6:00 AM (AIRED ON TVW)   |
| Total times aired at regularly scheduled time:   | 1   |
| Number of Preemptions  | 0   |
| Length of Program  | 60 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: RECIPE FOR HEALTH is a new program produced by WISC-TV that looks at the state of the childhood obesity problem in southwestern Wisconsin. The program examines what local physicians, health care workers, and families are doing and can do to curb kids' growing waistlines. The show shares advice that families can use to make and maintain healthy lifestyle choices. |
| 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 |          |

| Non-Core Educational and Informational Programming (7 of 7)   | Response  |
|---|---|
| Program Title   | TIME FOR KIDS SPECIAL: RECIPE FOR HEALTH  |
| Origination   | Local   |
| Days/Times Program Regularly Scheduled:   | SATURDAY, DECEMBER 24, 12:30 PM (AIRED ON TVW)  |
| Total times aired at regularly scheduled time:  | 1   |
| Number of Preemptions   | 0   |
| Length of Program   | 60 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: RECIPE FOR HEALTH is a new program produced by WISC-TV that looks at the state of the childhood obesity problem in southwestern Wisconsin. The program examines what local physicians, health care workers, and families are doing and can do to curb kids' growing waistlines. The show shares advice that families can use to make and maintain healthy lifestyle choices. |
| 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  | JEFF ROBBINS            |
| Address   | 7025<br>RAYMOND<br>ROAD |
| City  | MADISON                 |
| State   | WI                      |
| Zip   | 53719                   |
| Telephone Number  | 608-271-4321            |
| Email Address   | jrobbins@wisctv.<br>com |
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. |                         |

Other Matters (14)

| Other Matters (1 of 14)  | Response  |
|--|---|
| Program Title  | DOODLEBOPS - I  |
| 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  | 3 years to 6 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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. |

| Other Matters (2 of 14)                       | Response                            |
|---|-------------------------------------|
| Program Title                                 | DOODLEBOPS - II                     |
| 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             | 3 years to 6 years                  |



|  |   |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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. |
|--|---|

| Other Matters (3 of 14)  | Response  |
|--|---|
| Program Title  | BUSYTOWN MYSTERIES - I  |
| Origination  | Network   |
| Days/Times Program Regularly Scheduled   | SATURDAYS 9:00 AM (AIRS ON WISC-TV)   |
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 3 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. 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. |

| Other Matters (4 of 14)                | Response                            |
|--|-------------------------------------|
| Program Title                          | BUSYTOWN MYSTERIES - II             |
| Origination                            | Network                             |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:30 AM (AIRS ON WISC-TV) |

|  |   |
|--|---|
| Total times aired at regularly scheduled time  | 13  |
| Length of Program  | 30 mins   |
| Age of Target Child Audience from  | 3 years to 7 years  |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. 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. |

| Other Matters (5 of 14)  | Response   |
|--|--|
| Program Title  | DANGER RANGERS   |
| 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  | 4 years to 8 years   |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. 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. |

| Other Matters (6 of 14)  |   | Response |
|--|---|----------|
| Program Title  | HORSELAND   |          |
| Origination  | Network   |          |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS 10:30 AM (AIRS ON WISC-TV)  |          |
| Total times<br>aired at<br>regularly<br>scheduled<br>time  | 13  |          |
| Length of<br>Program   | 30 mins   |          |
| Age of<br>Target Child<br>Audience<br>from   | 9 years to 11 years   |          |
| Describe the<br>educational<br>and<br>informational<br>objective of<br>the program<br>and how it<br>meets the<br>definition of<br>Core<br>Programming. | HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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. |          |

| Other Matters (7 of 14)   |  | Response |
|---|--|----------|
| Program Title   | ANIMAL ATLAS CLASSICS  |          |
| Origination   | Syndicated   |          |
| Days/Times<br>Program Regularly<br>Scheduled  | SATURDAYS 7:00 AM (AIRS ON TVW)  |          |
| Total times aired<br>at regularly<br>scheduled time   | 13   |          |
| Length of Program   | 30 mins  |          |
| Age of Target<br>Child Audience<br>from   | 13 years to 16 years   |          |
| Describe the<br>educational and<br>informational<br>objective of the<br>program and how<br>it meets the<br>definition of Core<br>Programming. | Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, ANIMAL ATLAS CLASSICS brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Young minds will draw many conclusions about the natural world shown in this series, conclusions that are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem, the elements of animal classification, and the general emphasis on life science. |          |

| Other Matters (8 of 14)  | Response  |
|--|---|
| Program Title  | ANIMAL EXPLORATION WITH JAROD MILLER  |
| Origination  | Syndicated  |
| Days/Times<br>Program<br>Regularly<br>Scheduled  | SATURDAYS 7:30 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. | Each week ANIMAL EXPLORATION WITH JAROD MILLER looks at exotic and domestic animals from his own unique perspective, traveling to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. It is the mission of this program to inspire viewers, children, and adults alike, and to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe. |
| Other Matters (9 of 14)  | Response  |
| Program Title  | JACK HANNA'S ANIMAL ADVENTURES  |
| Origination  | Syndicated  |
| Days/Times<br>Program Regularly<br>Scheduled   | SATURDAYS 8:00 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. | 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.  |
| 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. |
| Other Matters (11 of 14)   |   |
| 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.  |
| Other Matters (12 of 14)   |   |
| 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  | MYSTERY HUNTERS   |
| 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. | MYSTERY HUNTERS is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international culture. |

| Other Matters (14 of 14)   | Response  |
|--|---|
| Program Title  | MADE IN HOLLYWOOD: TEEN EDITION   |
| 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. | 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 filmmaking, special effects techniques, and career opportunities focusing on the creative, technical, and artistic skills of the motion picture and television industries. |

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.