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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0012649232** | File Number: **CPR-159800** | Submit Date: **10/07/2014** | Call Sign: **WJFW-TV** | Facility ID: **49699**
City: **RHINELANDER** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/07/2014** | 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

Children's Television Information

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

Digital Core Programs(18)

Digital Core Program (1 of 18)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	9:00 AM - SATURDAY
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Chica Show features a five-year-old "baby" chick that spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit, and Stitches, a straw mannequin that sits in the window. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development as Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
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	THE CHICA SHOW
List date and time rescheduled	7/12/2014 - 5:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	7/12/2014 - ETCS107DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	THE CHICA SHOW
List date and time rescheduled	9/28/2014 - 4:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	9/27/2014 - ETCS205DH
Reason for Preemption	Sports

Digital Core	
Program (2 of 18)	Response
Program Title	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:30AM
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2

Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle, an instructional series, features art and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.
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	NOODLE AND DOODLE
List date and time rescheduled	7/12/2014 - 6:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	7/12/2014 - ENAD120DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	10/4/2014 - 4:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	9/27/2014 - ENAD105DH
Reason for Preemption	Sports

Digital Core Program (3 of 18)	Response
Program Title	JUSTIN TIME
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:00AM
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Justin Time features a little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, providing him with an experience to help solve his problem when he returns home. Justin is accompanied by two imaginary friends throughout his adventures; Olive, a knowledgeable playmate, and Squidgy, the morphing flying sponge, who provides commentary and comedy along the way. Some examples of Justin's lessons include learning that it takes focus to achieve success, failures can teach what we need to do to succeed next time, or that when one path to solve a problem doesn't work, you can find an alternative way to achieve your goal. Justin promotes self-directed learning from the young child's perspective and imagination.
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	JUSTIN TIME
List date and time rescheduled	N/A
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2014-09-27
Episode #	9/27/2014 - EJTM106DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	JUSTIN TIME
List date and time rescheduled	7/12/2014 - 6:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	7/12/2014 - EJTM109DH
Reason for Preemption	Sports

Digital Core Program (4 of 18)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:30 AM
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins

Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom is a live action/animated series about a little boy who lives in a rural area, yet has a rich fantasy life in the woods behind his home. Tom uses specific movements to summon up magic powers that permit him to morph into an animated hero and fly around in Treetopolis, the fantasy version of his woods. While in Treetopolis, Tom and his friends, Ariella, Twigs, Squirmturn and Zigzoo will invariably run into a problem or disaster that needs fixing. Tom calls upon the audience to practice original dance moves that will bring him "Big World" magic so he and his friends can resolve their challenge of the day. Educational messages reinforce positive socio-emotional content, with examples that model: being loyal to good friends, knowing how to ask for help, doing the right thing instead of what is convenient, making the effort to share rather than being selfish and relying on teamwork in order to accomplish a goal.
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	TREE FU TOM
List date and time rescheduled	10/4/2014- 7:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	9/27/2014 - ETFT116DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	TREE FU TOM
List date and time rescheduled	7/13/2014 - 5:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	7/12/2014 - ETFT103DH
Reason for Preemption	Sports

Digital Core Program (5 of 18)	Response
Program Title	LAZY TOWN

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:00AM
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus (a gymnast/athlete prepared to answer any call for help) comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities that include playing games, competing athletically, and even building forts and play structures.
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	LAZY TOWN
List date and time rescheduled	7/13/2014 - 6:00AM
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-07-12
Episode #	7/12/2014 - ELZT123DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	LAZY TOWN
List date and time rescheduled	10/5/2014 - 4:00AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-27
Episode #	9/27/2014 - ELZT301DH
Reason for Preemption	Sports

Digital Core Program (6 of 18)	Response
Program Title	ZOU
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:30AM
Total times aired at regularly scheduled time	6
Total times aired	13
Number of Preemptions	7
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	7
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Zou is a French series based on the Zou books by Michel Gay. Targeted for children ages 2-5, each episode explores the kind of learning issues that emerge from every day encounters in the life of a preschool child. If Zou plays his drums too loudly, how can he learn to play them softly? If Zou wants a car, but has only a cardboard box, how can he transform it? If Zou lost his friend's favorite airplane, how does he explain? How can Zou be successful at baking a cake if he has never done it before? How can Zou muster the courage to go to the doctor when he's afraid of injections? These are big issues in the mind and life of a preschool child and Zou demonstrates how to have fun, ask for help, listen to advice, and try different solutions until he can commit to the strategy that works. The show says it, shows it, and does it, in the embedded and naturally occurring lesson within each episode.
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	ZOU
List date and time rescheduled	8/30/2014 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-30
Episode #	8/30/2014 - EZOU109DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	ZOU
List date and time rescheduled	9/13/2014 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-13
Episode #	9/13/2014 - EZOU111DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	ZOU
List date and time rescheduled	10/5/2014 - 8:00AM
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	9/27/2014- EZOU114DH
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	ZOU
List date and time rescheduled	8/16/2014 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-16
Episode #	8/16/2014 - EZOU107DH
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	ZOU
List date and time rescheduled	7/13/2014 - 6:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	7/12/2014- EZOU101DH
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	ZOU
List date and time rescheduled	8/23/2014- 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-08-23
Episode #	8/23/2014 - EZOU108DH
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	ZOU
List date and time rescheduled	9/20/2014 - 8:30AM

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2014-09-20
Episode #	9/20/2014 - EZOU113DH
Reason for Preemption	Sports

Digital Core Program (7 of 18)	**Response**
Program Title	ANIMAL RESCUE CLASSICS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:00AM
Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL RESCUE CLASSICS IS A WEEKLY HALF HOUR REALITY SERIES SHOWCASING SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS. THE SERIES FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED OR ABUSED ANIMALS. THE PROGRAM ALSO INSTRUCTS CHILDREN ON THE PROPER CARE OF ANIMALS AND PROVIDES SAFETY TIPS ON HOW TO CARE FOR ALL KINDS OF CREATURES IN THE ANIMAL KINGDOM. THE SHOW IS AIMED AT CHILDREN AND FAMILIES WHO WANT TO LEARN ABOUT ANIMAL TREATMENT, CARE AND PROTECTION.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 18)	Response
Program Title	ANIMAL RESCUE CLASSICS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY
Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL RESCUE CLASSICS IS A WEEKLY HALF HOUR REALITY SERIES SHOWCASING SPECTACULAR RESCUES OF ALL TYPES OF ANIMALS. THE SERIES FOCUSES ON THE DEDICATED PEOPLE AROUND THE WORLD WHO HELP SICK, INJURED OR ABUSED ANIMALS. THE PROGRAM ALSO INSTRUCTS CHILDREN ON THE PROPER CARE OF ANIMALS AND PROVIDES SAFETY TIPS ON HOW TO CARE FOR ALL KINDS OF CREATURES IN THE ANIMAL KINGDOM. THE SHOW IS AIMED AT CHILDREN AND FAMILIES WHO WANT TO LEARN ABOUT ANIMAL TREATMENT, CARE AND PROTECTION.
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	SWAP TV
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:30AM

Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SWAP TV IS A WEEKLY HALF HOUR TELEVISION SERIES ABOUT TWO TEENAGERS FROM DIFFERENT BACKGROUNDS 'SWAPPING' LIVES FRO A WEEKEND. THE SERIES MEETS THE EDUCATIONAL AND INFORMATIONAL OBJECTIVES OF THE FCC CHILDREN'S PROGRAMMING REQUIREMENTS FOR CHILDREN AGES 13-16. THE PROGRAMS EXPLORE THE OPPOSITE LIVES OF THE PARTICIPATING YOUNGSTERS AS THEY LEARN ABOUT DIFFERENT CULTURES AND FAMILY SETTINGS. YOUNG VIEWERS ARE EXPOSED TO THE SPECIAL INTERESTS OF THE 'SWAPPING' YOUNGSTERS AND WHAT ADJUSTMENTS THEY MAKE TO A DIFFERENT LIFE SITUATION. THE PROGRAM TEACHES TOLERANCE OF VARIOUS RACES, CREEDS, AND BACKGROUNDS WHILE EXPOSING AN APPRECIATION TO SOMEONES ELSE'S WAY OF LIFE. EACH EPISODE IS INFORMATIVE, ENTERTAINING AND PROMOTES GOOD SOCIAL VALUE AND RESPECT. SWAP TV IS CLOSED-CAPTIONED FOR THE HEARING IMPAIRED AND DISPLAYS THE E/I ICON THROUGHOUT THE BROADCAST.
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	SWAP TV
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:30 AM

Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SWAP TV IS A WEEKLY HALF HOUR TELEVISION SERIES ABOUT TWO TEENAGERS FROM DIFFERENT BACKGROUNDS 'SWAPPING' LIVES FRO A WEEKEND. THE SERIES MEETS THE EDUCATIONAL AND INFORMATIONAL OBJECTIVES OF THE FCC CHILDREN'S PROGRAMMING REQUIREMENTS FOR CHILDREN AGES 13-16. THE PROGRAMS EXPLORE THE OPPOSITE LIVES OF THE PARTICIPATING YOUNGSTERS AS THEY LEARN ABOUT DIFFERENT CULTURES AND FAMILY SETTINGS. YOUNG VIEWERS ARE EXPOSED TO THE SPECIAL INTERESTS OF THE 'SWAPPING' YOUNGSTERS AND WHAT ADJUSTMENTS THEY MAKE TO A DIFFERENT LIFE SITUATION. THE PROGRAM TEACHES TOLERANCE OF VARIOUS RACES, CREEDS, AND BACKGROUNDS WHILE EXPOSING AN APPRECIATION TO SOMEONES ELSE'S WAY OF LIFE. EACH EPISODE IS INFORMATIVE, ENTERTAINING AND PROMOTES GOOD SOCIAL VALUE AND RESPECT. SWAP TV IS CLOSED-CAPTIONED FOR THE HEARING IMPAIRED AND DISPLAYS THE E/I ICON THROUGHOUT THE BROADCAST.
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	WORLD TRAVELS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:00AM

Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WORLD TRAVELS IS A TV SERIES THAT FOLLOWS FREELANCE JOURNALIST ROBIN ESROCK AND NATIONAL TRAVEL COLUMNIST JULIA DIMON AS THEY BATTLE DEADLINES, JETLAG, CULTURE SHOCK- AND EACH OTHER - TO FILE THE BEST TRAVEL STORIES POSSIBLE. WHILE TRAVELING TO EXOTIC LOCATIONS AND WRITING ABOUT ENLIGHTENING EXPERIENCES MAY SOUND LIKE AN ADVENTUROUS OCCUPATION, THE LIFE OF A TRAVEL WRITER IS NOT ALWAYS AS GLAMOROUS AS IT SEEMS. FILMED IN 36 COUNTRIES ACROSS 6 CONTINENTS, EACH HALF HOUR EPISODE REVELS THE REAL STORY OF PROFESSIONAL TRAVEL JOURNALISM - THE TRUTH BEHIND THE BYLINE, AND REINVENTS THE WAY TRAVEL SHOWS ARE CURRENTLY PRESENTED.
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	WORLD TRAVELS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:30AM

Total times aired at regularly scheduled time	8
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WORLD TRAVELS IS A TV SERIES THAT FOLLOWS FREELANCE JOURNALIST ROBIN ESROCK AND NATIONAL TRAVEL COLUMNIST JULIA DIMON AS THEY BATTLE DEADLINES, JETLAG, CULTURE SHOCK- AND EACH OTHER - TO FILE THE BEST TRAVEL STORIES POSSIBLE. WHILE TRAVELING TO EXOTIC LOCATIONS AND WRITING ABOUT ENLIGHTENING EXPERIENCES MAY SOUND LIKE AN ADVENTUROUS OCCUPATION, THE LIFE OF A TRAVEL WRITER IS NOT ALWAYS AS GLAMOROUS AS IT SEEMS. FILMED IN 36 COUNTRIES ACROSS 6 CONTINENTS, EACH HALF HOUR EPISODE REVELS THE REAL STORY OF PROFESSIONAL TRAVEL JOURNALISM - THE TRUTH BEHIND THE BYLINE, AND REINVENTS THE WAY TRAVEL SHOWS ARE CURRENTLY PRESENTED.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 18)	**Response**
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:00AM

Total times aired at regularly scheduled time	5
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 ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH DEFINITION. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STAND ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CATS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMAL ATLAS, VIEWS DISCOVER THE VARIETY OF PLACES THAT ANIMALS LIVE, HOW THEY FIND FOOD, AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM THE COMMUNITY OF THOUGHTS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES, SUCH AS DIET, LOCOMOTION, ADAPTATION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMAL ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING 'GREEN', ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS IN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE YOU FIND ANIMALS LIVE, YOU'LL FINE ANIMAL ATLAS.
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

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY -9:30 AM
Total times aired at regularly scheduled time	5
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 ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH DEFINITION. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STAND ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CATS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMAL ATLAS, VIEWS DISCOVER THE VARIETY OF PLACES THAT ANIMALS LIVE, HOW THEY FIND FOOD, AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM THE COMMUNITY OF THOUGHTS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES, SUCH AS DIET, LOCOMOTION, ADAPTATION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMAL ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING 'GREEN', ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS IN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE YOU FIND ANIMALS LIVE, YOU'LL FINE 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	THE COOLEST PLACES ON EARTH
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:00AM
Total times aired at regularly scheduled time	5
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 COOLEST PLACES ON EARTH IS AN EDUCATIONAL AND INFORMATIVE HALF-HOUR E/I PROGRAM THAT TAKES YOUNG VIEWERS ON A JOURNEY OF DISCOVERY TO THE MOST ASTONISHING PLACES ON THE PLANET - CITIES, FESTIVALS, LANDMARKS, AND JAW-DROPPING WORKS OF NATURE - EXPLORING EACH LOCATIONS HISTORY AND CULTURE. EACH EPISODE SHOWCASES THREE SPECIFIC LOCATIONS AND DELIVERS FAST-PACED, ENGAGING INFORMATION THAT'S A PERFECT MATCH FOR THE 21ST CENTURY LEARNER. THE SERIES IS PACKED WITH FACTS ABOUT HISTORY, GEOGRAPHY, AND CULTURE. THE GOAL OF THE SERIES IS TO PROVIDE YOUNG VIEWERS WITH THE INSPIRATION AND INFORMATION TO BETTER UNDERSTAND AND APPRECIATE THE CULTURALLY AND GEOGRAPHICALLY DIVERSE WORLD AROUND THEM.
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
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:30AM
Total times aired at regularly scheduled time	5
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.	ON THE SPOT USES AN ENTERTAINING ON-THE-STREET FORMAT TO TEST HOW WELL YOUNG PEOPLE KNOW THE INFORMATION CONTAINED IN THE COMMON CORE STATE STANDARDS INITIATE, AN ATTEMPT TO SET A NATIONAL CURRICULUM TO BRIDGE THE STANDARDS GAP BETWEEN STATES. THE, ON THE SPOT EXPLAINS THE ANSWER TO EACH QUESTION. 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 THE 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	FAMILY STYLE WITH CHEF JEFF
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY - 11:00AM
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FAMILY STYLE WITH CHEF JEFF IS AN EDUCATIONAL AND INFORMATIVE HALF HOUR E/I SERIES THAT TEACHES VIEWERS HOW MAKING THE RIGHT CHOICES IN THE KITCHEN CAN LEAD TO LIFE-CHANGING EXPERIENCES FOR THE ENTIRE FAMILY. EACH EPISODE FEATURES INTERESTING AND VALUABLE HEALTH AND NUTRITION INFORMATION AS VIEWERS ALSO LEARN TO COOK HEALTHIER VERSIONS OF SOME OF OUR FAVORITE DISHES. FAMILY STYLE USES UNIQUE STRUCTURAL COMPONENTS TO HELP YOUNG VIEWERS RETAIN AND REFLECT ON IMPORTANT AND CURRENT HEALTH-RELATED INFORMATION. THE SERIES ALSO FEATURES NUTRITIONAL QUIZZES, HEALTH TIPS, AND CHEF JEFF'S OWN POSITIVE REINFORCEMENT. THE GOAL OF THE SERIES IS TO HELP YOUNG VIEWERS MAKE WELL INFORMED CHOICES ABOUT THEIR EATING HABITS, NUTRITION, AND HEALTH.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (18 of 18)	**Response**
Program Title	ANIMAL ATLAS
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY 11:30AM
Total times aired at regularly scheduled time	5
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 ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH DEFINITION. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STAND ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CATS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMAL ATLAS, VIEWS DISCOVER THE VARIETY OF PLACES THAT ANIMALS LIVE, HOW THEY FIND FOOD, AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM THE COMMUNITY OF THOUGHTS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES, SUCH AS DIET, LOCOMOTION, ADAPTATION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMAL ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING 'GREEN', ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS IN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE YOU FIND ANIMALS LIVE, YOU'LL FINE ANIMAL ATLAS.
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	ELIZABETH EVANS
Address	3217 COUNTY ROAD G
City	RHINELANDER
State	WI
Zip	54501
Telephone Number	715-365-8812
Email Address	LEVANS@WJFW.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 (0)

Certification

Question	Response
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. **FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID** 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. 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).	
I certify that this application includes all required and relevant attachments.	
I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	**NORTHLAND TELEVISION, LLC**

Attachments

No Attachments.