



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023893217** | File Number: **CPR-126822** | Submit Date: **01/09/2012** | Call Sign: **WCWF** | Facility ID: **73042** | City: **SURING** | 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
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**Contact
Representatives
(0)**

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Green Bay-Appleton
	Web Home Page Address	www.cw14online.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	0.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	0.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(5)

Digital Core Program (1 of 5)	Response
Program Title	MAGI - NATION
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY AT 7AM & 7:30AM, 10/01/2011 - 12/31/2011
Total times aired at regularly scheduled time	28
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	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In an enticing new world filled with excitement, mystery, and danger, "Magi-Nation" addresses vital learning goals. Tony, Edyn, and Strag along with their human and decidedly non-human colleagues model their successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the dire dilemmas in which they find themselves. In the course of a series of intriguing codes, riddles, and other puzzles viewers are furthermore given the engaging opportunity to not only observe others go through the problem solving cycle, but to make sue of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 5)	Response
Program Title	YOUNG ICONS
Origination	Syndicated

Days/Times Program Regularly Scheduled	SUNDAYS AT 7:30AM, 10/02/2011 - 12/25/2011
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

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

Response

Program Title	DOG TALES
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS AT 1PM 10/02/2011 - 11/27/2011, 8AM 12/04/2011 - 12/25/2011
Total times aired at regularly scheduled time	13

Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales serves the educational and informational needs of children aged 13 - 16 years with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 5)	Response
Program Title	CAREER DAY
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS AT 1:30PM 10/02/2011 - 11/27/2011 AND 8:30AM 12/4/2011- 12/25/2011
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 5)	
	Response
Program Title	LIVE LIFE WIN
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUNDAYS AT 2PM 10/02/2011 - 12/25/2011
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Educational/Informational TV series, "Live Life & Win!" features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.
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	DONNA FISCHER
Address	787 LOMBARDI AVE
City	GREEN BAY
State	WI
Zip	54304
Telephone Number	920-490-1467
Email Address	donna.fischer@wluk.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.	The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: SONIC X, YU-GI-OH!, DRAGON BALL Z KAI, Tai Chi Chasers, YU-GI-OH! Zexal. LIN of Wisconsin, LLC acquired WCWF on May 20, 2011. This form 398 includes information provided by the previous licensee, but LIN of Wisconsin, LLC only makes certifications for the period since that date.

Other Matters (5)

Other Matters (1 of 5)		Response
Program Title	LIVE LIFE WIN	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SUNDAYS AT 10AM 1/1/2012 - 3/25/2012	
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 Educational/Informational TV series, "Live Life & Win!" features Inspirational segments and teen success stories of character and personal determination in the arts, school, sports, and community; considers topics such as social responsibility and justice, perseverance, leadership, academic achievement, volunteerism, and life skills such as the importance of exercise and nutrition.	

Other Matters (2 of 5)		Response
Program Title	MAGI NATION	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAYS 7AM AND 7:30AM 1/7/2012 - 3/31/2012	
Total times aired at regularly scheduled time	26	
Length of Program	30 mins	
Age of Target Child Audience from	7 years to 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	In an enticing new world filled with excitement, mystery, and danger, "Magi-Nation" addresses vital learning goals. Tony, Edyn, and Strag along with their human and decidedly non-human colleagues model their successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the dire dilemmas in which they find themselves. In the course of a series of intriguing codes, riddles, and other puzzles viewers are furthermore given the engaging opportunity to not only observe others go through the problem solving cycle, but to make sue of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.	

Other Matters (3 of 5)		Response
Program Title	THE YOUNG ICONS	
Origination	Syndicated	

Days/Times Program Regularly Scheduled	SUNDAYS AT 7:30AM 1/1/2012 - 3/25/2012
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. Each segment of The Young Icons delivers an educational and informational message that supports current social, intellectual and emotional aspects of children ages 13 and up. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.
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Other Matters (4 of 5)

Response

Program Title	DOG TALES
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SUNDAYS AT 8AM 1/1/2012 - 3/25/2012
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Total times aired at regularly scheduled time	13
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Length of Program	30 mins
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Age of Target Child Audience from	13 years to 16 years
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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales serves the educational and informational needs of children aged 13 - 16 years with its program content, including dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests.
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Other Matters (5 of 5)

Response

Program Title	CAREER DAY
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Origination	Syndicated
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Days/Times Program Regularly Scheduled	SUNDAYS 8:30AM 1/1/2012 - 3/25/2012
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Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Career Day is a television program that introduces young adults to career exploration and awareness. Students often do not know what they want to do and are unsure of potential interests they may have that could be a career. Career Day provides an avenue to view experts in their respective fields as they discuss their work, the education/training to prepare for the job, and experiences that led them to choose their career.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23 (a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>LIN OF WISCONSIN, LLC</p>

Attachments

No Attachments.