



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030885057** | File Number: **CPR-149432** | Submit Date: **01/08/2014** | Call Sign: **WQOW** | Facility ID: **64550** | City:
EAU CLAIRE | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/08/2014 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2013

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	ABC, CW, ThisTV
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.wqow.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	336.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	6.0
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(20)

Digital Core Program (1 of 20)	Response
Program Title	Jack Hanna's Wild Countdown E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different top ten each week in a variety of categories. What are the top ten fastest animals in Africa, tallest insects, biggest eaters, smartest birds...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 20) Response	
Program Title	Ocean Mysteries with Jeff Corwin E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the family dynamics of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 20) Response	
Program Title	Born to Explore E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT

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

Digital Core Program (4 of 20)	Response
Program Title	Sea Rescue E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT

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

Digital Core Program (5 of 20)	Response
Program Title	The Wildlife Docs E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
Total times aired at regularly scheduled time	13

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

Digital Core Program (6 of 20)		Response
Program Title		Expedition Wild E/I 18.1
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturdays/10:30-11:00 AM CT
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Produced for ages 13 to 16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action packed odyssey through North Americas wild places revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he will paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a ravens nest, observe Polar Bears on Alaskas northern slope, and climb to rugged extremes in pursuit of Northern Maines Black Bears bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 20)	Response
Program Title	Chat Room 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00-12:30PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CHAT ROOM is a brand new half-hour weekly educational series designed to inform, educate, and entertain children 16 & under (specific target audience is 13-16) through reenacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. CHAT ROOM may not have all the answers but it offers a place where young people can watch and discuss the problems they face. CHAT ROOM provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. This program is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 20)	Response
Program Title	On The Spot 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00 PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 20)		Response
Program Title	Animal Science 18.2	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30 AM CT	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		

Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL SCIENCE is a brand new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high-definition, ANIMAL SCIENCE uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host's modern vocal style will be engaging to the target audience. This program will attract all age demographics.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 20)	Response
Program Title	Elizabeth Stanton's Great Big World 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:30AM -12:00PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

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

Digital Core Program (11 of 20)	Response
Program Title	Live Life & Win 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:00-12:30 PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

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

Digital Core Program (12 of 20)	Response
Program Title	Made In Hollywood: Teen Edition 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:30PM-1:00PM CT
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

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

Digital Core Program (13 of 20)		Response
Program Title		Green Screen Adventures 18.3
Origination		Network
Days/Times Program Regularly Scheduled		Saturdays/9:00-9:30 AM CT 18.3
Total times aired at regularly scheduled time		4
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry and story theater. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce the four C's as well as the three R's Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (14 of 20)	Response
Program Title	The Busy World of Richard Scarry 18.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
Total times aired at regularly scheduled time	4
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 20)	Response
Program Title	Wimzie's House E/I 18.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT, 10:30-11:00AM CT
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside.After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rouso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (16 of 20)		Response
Program Title	Country Mouse, City Mouse 18.3	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturdays/11:00-11:30am CT	
Total times aired at regularly scheduled time	4	
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	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 20)	Response
Program Title	Danger Rangers 18.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30am-12:00pm
Total times aired at regularly scheduled time	4
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	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 20)	Response
Program Title	Animal Atlas 18.3
Origination	Network

Days/Times Program Regularly Scheduled	Sundays/9:00am - 9:30am and 9:30-10:00AM
Total times aired at regularly scheduled time	18
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 remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (19 of 20)	Response
Program Title	Zoo Clues 18.3
Origination	Network

Days/Times Program Regularly Scheduled	Sundays/ 10:00-10:30 AND 10:30-11am CT
Total times aired at regularly scheduled time	18
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 series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (20 of 20)	Response
Program Title	On The Spot 18.3
Origination	Network

Days/Times Program Regularly Scheduled	Sunday's/11:00-11:30am and 11:30am-12:00PM CT
Total times aired at regularly scheduled time	18
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 was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the
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	Lisa Patrow
Address	5545 Hwy 93
City	Eau Claire
State	WI
Zip	54701
Telephone Number	715-835-1881
Email Address	lpatrow@wqow.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.	<p>Community Report WQOW Television 4th quarter 2013 WQOW was a sponsor of Dancing with the Eau Claire Stars which is a fundraiser for the Eau Claire Children's Theatre in Eau Claire. Emily Valerio was QO's celebrity dancer at the event which was held on September 13. Also on September 13, WQOW has a team participate in the United Way's Day of Caring in the Chippewa Valley. We had a team working and putting together a photo collage of the event for the United Way. WQOW was a sponsor of the Eau Claire International Fall Festival in Eau Claire. The event was held on September 21. WQOW was a sponsor for the first ever Color Dash 5-K that was held in Carson Park. A huge crowd was there from what is billed as the world's brightest 5-K as chalk of ever color was tossed on participants. The event brought in more than \$47,000 for the Eau Claire Children's Theatre. Event organizers had hoped for about 500 runners. More than 3,000 ran in the event on September 29. For the first time, WQOW also sponsored the 9th annual Hike for the Homeless on Saturday, September 28. It had its largest turnover ever. Donations from the event will directly help homeless families in the Chippewa Valley. On September 28, WQOW News 18 hosted a Weather Academy at Flynn Elementary in Eau Claire. The open house turnout was spectacular at Flynn, with approximately 300 people on the school grounds. Open house attendees could watch weather experiments, draw weather pictures, learn about severe weather, or be part of a live TV weather broadcast. Overall, the event was a success for the school and the station! The annual Making Strides Against Breast Cancer was a big success. WQOW has been a major sponsor of the event since its start six years ago. Despite chilly temps, more than 600 people made the walk, including a team from WQOW pictured below. The walk along with the Women Rock event later that day raised a total of \$90,000 for the American Cancer Society. On Thursday, October 17, WQOW hosted another News 18 Weather Academy at Halmstad elementary in Chippewa Falls. Last month we held one at Flynn elementary in Eau Claire: "The feedback from the PTA was fabulous. Everyone thought the Weather Academy was great! Please think of us next year if you are still doing academies. We would love to host again!" Principal Kimberly Hill Phelps "Just wanted to thank you and the crew for a job well done. It was a class act from start to finish. Everyone thoroughly enjoyed themselves and I think maybe even learned something new about weather as well. Have a terrific weekend and thanks again!" Wade Pilloud Principal Halmstad Elementary Chippewa Fall School Dist. WQOW provided extensive coverage of the Eau Claire North vs. Eau Claire Memorial intra-city high school football game at Carson Park on Oct. 17. We shot promos with preview stories from current and former coaches and players leading up to the game. We did live shots at 5, 6 and 10. On October 15, WQOW participated in the Eau Claire Chamber of Commerce annual business expo at the indoor sports center in Eau Claire. We had a booth and news and sales staff were there the entire day and evening. Jerry Gallagher participated in a media panel at the University of Northern Iowa on October 18. Andrea Albers spoke to a journalism class at UW-Eau Claire on Oct. 22. WQOW was part of a celebrity bartending night fundraiser on November 8 for St. Jude's Children's Hospital. The event raised \$6,000 that evening. On November 14, Jerry Gallagher emceed the Philanthropy Day ceremony. It was his 10th year at the event. On Wednesday, 11/13/13, Chief Meteorologist Nick Grunseth gave a tour of WQOW News 18 to a group of five homeschooled children and their parents. The families were from Eau Claire, Chippewa Falls and Fall Creek. WQOW had a crew working for the broadcast of the UWEC vs. UWL game in La Crosse. Our Tools for Schools recip</p>
---	---

Other Matters (16)

Other Matters (1 of 16)	Response
Program Title	Jack Hanna's Wild Countdown E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different top ten each week in a variety of categories. What are the top ten fastest animals in Africa, tallest insects, biggest eaters, smartest birds...Jack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.

Other Matters (2 of 16)	Response
Program Title	Ocean Mysteries with Jeff Corwin E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the family dynamics of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.
--	--

Other Matters (3 of 16)	Response
Program Title	Born to Explore E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and man-made treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.

Other Matters (4 of 16)	Response
Program Title	Sea Rescue E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, Sea Rescue, features the rescue, rehabilitation and in many instances release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Other Matters (5 of 16)	Response
Program Title	The Wilflife Docs E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The half hour weekly series, The Wildlife Docs, produced for ages 13 to 16 follows the surprising, exotic, and challenging lives of a veterinary staff that cares for over 2,000 animals. From nutrition to treatments, xrays to surgery, preventative care to emergencies, this educational and information program will allow viewers to witness a kaleidoscope of wild experiences through the eyes of our Veterinary Team. Unpredictable events unfold giving viewers a glimpse of the enormity, variety, and quality of treatment that sets the standard for animal care.

Other Matters (6 of 16)	Response
Program Title	Expedition Wild E/I 18.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Produced for ages 13 to 16, this educational and informational program is hosted by wildlife expert Casey Anderson and showcases his charismatic animal companions on an innovative and action packed odyssey through North Americas wild places revealing a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of breathtakingly wild adventures: he will paddle the Grand Canyon, ski with Wolverines in British Columbia, observe Mountain Lions in Montana, stake out the scavengers of Yellowstone, investigate a ravens nest, observe Polar Bears on Alaskas northern slope, and climb to rugged extremes in pursuit of Northern Maines Black Bears bringing audiences a rare and personal experience with endangered species, some deadly, others dashing, in the stunning natural ecosystems that they call home.

Other Matters (7 of 16)	Response
Program Title	Chat Room 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 12:00-12:30PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CHAT ROOM is a brand new half-hour weekly educational series designed to inform, educate, and entertain children 16 & under (specific target audience is 13-16) through reenacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. CHAT ROOM may not have all the answers but it offers a place where young people can watch and discuss the problems they face. CHAT ROOM provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. This program is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.

Other Matters (8 of 16)	Response
Program Title	On The Spot 18.2
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the

Other Matters (9 of 16)	Response
Program Title	Elizabeth Stanton's Great Big World 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30AM-12:00PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

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

Other Matters (10 of 16)	Response
Program Title	Live Life and Win 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:00 - 12:30PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to explore, discover, and learn strategies to achieve personal dreams; learn about the personal attributes important for achieving dreams; explore volunteerism as an opportunity to build character and to uncover personal passions; and gain knowledge about life skills necessary to Live Life and Win.

Other Matters (11 of 16)	Response
Program Title	Made In Hollywood: Teen Edition 18.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:30-1:00PM CT

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

Other Matters (12 of 16)	Response
Program Title	Green Screen Adventures 18.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30AM CT
Total times aired at regularly scheduled time	4
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry and story theater. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce the four C's as well as the three R's Curiosity, Confidence, Citizenship, Compassion.

Other Matters (13 of 16)	Response
Program Title	Animal Atlas E/I 18.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/9:00-9:30am and 9:30-10:00am CT

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas remains on course as a program that is entertaining and engaging to a wide audience while managing to deliver information that would be very welcome in a middle or high school classroom. The series matches the evolved visual intelligence of the young 21st century audience by building content with short clips, five-seconds or less in length, and weaving them together in a narrative that keeps a viewer engaged with a compelling narrative overview. The animal kingdom has an innate richness of color, form, and motion and Animal Atlas episodes are built from this richness. The thread that links the clips together is the connection between the differing members of the animal kingdom---including our own species. In a compelling blend, animal examples are pulled from both common experience, such as the horse and cat, and exotic animals like the clouded leopard and the red panda. As the nature of animals is explored, the content and clarity create a program of exception education value.

Other Matters (14 of 16)	Response
Program Title	Zoo Clues E/I 18.3
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/10:00-10:30am and 10:30-11:00am CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series Zoo Clues will keep 13-16 year-old viewers engaged for 30 minutes with the nearly infinite visual richness, animal characteristics, and wild range of animal behaviors. Beyond its target audience, both older and younger audiences should find this look across the amazing world of animals fascinating. Beyond basic engagement, Zoo Clues will leave viewers with a meaningful perspective about animals and meaningful comparisons to their own human characteristics. The variety of the animal kingdom is truly odd and bizarre enough to read like fiction, but the clever narration of Zoo Clues links disparate information together in a way that always makes clear that what viewers see is real, natural, and relates to their own life in the real world. Grouping animal behaviors and physical characteristics into groups from a human point of view holds the series thematically together.

Other Matters (15 of 16)		Response
Program Title	On the Spot E/I 18.3	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30am and 11:30am-12:00pm CT	
Total times aired at regularly scheduled time	26	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.	

Other Matters (16 of 16)		Response
Program Title	Animal Science 18.2	
Origination	Network	
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30AM CT	
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	13 years to 16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL SCIENCE is a brand new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high-definition, ANIMAL SCIENCE uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host's modern vocal style will be engaging to the target audience. This program will attract all age demographics.
--	--

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>WXOW- WQOW Television, Inc.</p>

Attachments

No Attachments.