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Children's Television Programming Report

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EAU CLAIRE | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
10/10/2012 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2012

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	NBC
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.weau.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	4.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	4.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(16)

Digital Core Program (1 of 16)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:00am-10:30am
Total times aired at regularly scheduled time	10
Total times aired	14
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	Digital channel 13.1, "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	08/26/12, 11:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/05/12, #157
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	08/19/12, 12:00pm
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 #	07/29/12, #156
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	08/26/12, 12:00pm
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 #	08/12/12, #158
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Real Life 101
List date and time rescheduled	07/08/12, 11:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/08/12, #153
Reason for Preemption	Sports

Digital Core Program (2 of 16)	Response
Program Title	Mad About . . .
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:30am-11:00am
Total times aired at regularly scheduled time	10
Total times aired	14
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	Digital channel 13.1, Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
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Title of Program	Mad About . . .
List date and time rescheduled	08/26/2012, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/05/12, #209
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Mad About . . .
List date and time rescheduled	08/26/12, 12:30pm
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 #	08/12/2012, #210
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Mad About . . .
List date and time rescheduled	07/08/12, 11:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/08/12, #205
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Mad About . . .
List date and time rescheduled	08/19/12, 12:30pm
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 #	07/29/2012, #208
Reason for Preemption	Sports

Digital Core Program (3 of 16)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 10:00am-10:30am
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.	Digital channel 13.2, "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 16)	Response
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Program Title	Mad About ...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays, 10:00am-10:30am
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.	Digital channel 13.2, Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 16)	Response
Program Title	Passport to Explore

Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays, 10:00-10:30am
Total times aired at regularly scheduled time	13
Total times aired	0
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.	Digital channel 13.2, Passport To Explore takes an atypical approach, since the focus is specifically aimed at the 13-16 year-old set. Teens - the "Young Explorers" - travel the globe in search of exciting and adventure filled places and learn a little something in the process. Passport To Explore provides CORE programming in the area of geography and prevailing local customs related to the areas visited. Not only does the series present geographical and morays about the areas visited, but it aims to enrich children's lives by making them aware of the differences that exist and how enriching those differences can be to their own lives. Each episode provides information related to the specific area visited and gives an educational approach to its history. Passport To Explore uses the technique of near peer mentors i.e.,children to teach other children. Each episode employs children who ask questions and experience first hand the experience of the topic. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 16)	Response
Program Title	The Outdoorsman With Buck McNeeley

Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 10:00-10:30am (LTC 9/06/12)
Total times aired at regularly scheduled time	10
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.2,"The Outdoorsman With Buck McNeeley" series format includes an FCC FRIENDLY (EI) educational blend of world class adventures in domestic and international locations. Environmental and conservation issues, teaching kids & people of all ages about wildlife, hunting, fishing, ethics and respect for nature and a celebration of the sporting lifestyle are important aspects of the format. The series is hosted by Outdoorsman International founder BUCK McNEELY. An international adventurer, dedicated conservationist and game management proponent, Buck promotes the enjoyment of the great outdoors for kids of all ages. THE OUTDOORSMAN has been shot on location world wide in places like: New Zealand, Argentina, Namibia, Siberia, Brazil, Botswana, Mexico, South Africa, Alaska, Iceland, Costa Rica, Canada, New Foundland, Zimbabwe & the USA. Celebrity guests from the world of sports, literature, politics and entertainment have appeared on the program. GOALS: Long term goals of the series include propagation of a Mass Media Communications Network in support of the sporting industry. To establish this series as a major force in the entertainment and education of young people and their families. To give people of all ages motivation and inspiration to enjoy the great outdoors and follow their dreams of travel, adventure and exploration. To also teach people the key role sportsmen & women play in this countries overall game management & habitat programs. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 16)	Response
Program Title	Beta Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays, 10:00-10:30am
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.	Digital channel 13.2, BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major & indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Helps kids make the connection between an education and the rest of their lives by showing how relevant education is. That relevance gap can be the difference between staying in school and dropping out. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 16)	Response
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Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:00am-10:30am
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.	Digital channel 13.2, Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. For over 7 years, our host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures and what they've learned about preserving a world for everyone to explore. The "Kids" visit a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent to motivate kids to become active citizens on the issue of pollution of water environments. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 16)	Response
Program Title	Whaddyado

Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10-10:30am (FTC 07/01/12)
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	2
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.	Digital channel 13.2, "WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right time many episodes will feature a Moral Dilemma segment. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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	Whaddyado
List date and time rescheduled	Tech. difficulties with feed - aired Aqua Kids instead

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	09/16/12, #103
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	Whaddyado
List date and time rescheduled	Tech. difficulties with feed - aired Aqua Kids instead
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	
Episode #	09/09/12, #102
Reason for Preemption	Other

Digital Core Program (10 of 16)	Response
Program Title	Centsables
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 10:00-10:30am (FTC 09/13/12)
Total times aired at regularly scheduled time	3
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.2, "The Centsables" represents educational programming that children ages 6-12 can relate to. Story lines convey positive financial or moral values. The educational segments built into the program, teach kids financial literacy and cover a range of topics such as earning interest, wants vs. needs, ATM's, checking & savings accounts and other financial lessons.THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 16)	Response
Program Title	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Digital channel 13.1, Noodle and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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	07/15/12, 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 #	07/28/12, #ENAD104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	08/19/12, 9:00AM
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 #	08/11/12, #ENAD106H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	07/07/12, 12:00PM

Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/07/12, #ENAD101H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	07/21/12, 12:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/04/12, #ENAD105H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Noodle and Doodle
List date and time rescheduled	09/22/12, 12:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/29/12, #ENAD113H
Reason for Preemption	Sports

Digital Core Program (12 of 16)	Response
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30am
Total times aired at regularly scheduled time	8
Total times aired	13

Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Digital channel 13.1, Pajanimals focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, Sweetpea Sue, a horse, and Cowbella, a purple and white cow-has difficulty sleeping or faces a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed travels to a specific place for the adventure: Squacky' s bed goes to Ellie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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	Pajanimals
List date and time rescheduled	07/15/12, 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	
Episode #	07/28/12, #EPAJ104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
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Title of Program	Pajanimals
List date and time rescheduled	07/21/12, 12:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/04/12, #EPAJ105H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	09/23/12, 9:00AM
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 #	09/29/12, #EPAJ113H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	07/07/12, 12:30PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/07/12, #EPAJ101H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pajanimals
List date and time rescheduled	08/19/12, 9:30AM
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 #	08/11/12, #EPAJ106H
Reason for Preemption	Sports

Digital Core Program (13 of 16)	Response
Program Title	Poppy Cat
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Digital channel 13.1, Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmatian who zips around on a skateboard; Alma, a southern belle bunny who is ultra-feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy Egbert, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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	Poppy Cat
List date and time rescheduled	08/19/12, 11:00AM
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 #	08/11/12, #EPCT106H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	07/15/12, 9:30AM
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 #	07/28/12, #EPCT104H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	07/22/12, 9:00AM
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 #	08/04/12, #EPCT105H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	09/23/12, 9:30AM
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 #	09/29/12, #EPCT113H

Reason for Preemption	Sports
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Digital Preemption Programs #5

Questions	Response
Title of Program	Poppy Cat
List date and time rescheduled	07/07/12, 1:00PM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	07/07/12, #EPCT101H
Reason for Preemption	Sports

Digital Core Program (14 of 16)	Response
Program Title	Justin Time
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30am
Total times aired at regularly scheduled time	8
Total times aired	13
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Digital channel 13.1, Justin Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, Olivia (who meets him on his travels) and Squidgy the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested, he daydreams his way into an adventure that takes him to places all around the world. On these adventures, he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a social/emotional dilemma universally experienced by preschool children. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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	08/19/12, 11:30am
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 #	08/11/12, #EJTM106H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	07/08/12, 12:00pm
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 #	07/07/12, #EJTM101H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	07/15/12, 11:00am

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 #	07/28/12, #EJTM104H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	09/23/12, 11:00am
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 #	09/29/12, #EJTM113H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Justin Time
List date and time rescheduled	07/22/12, 9:30am
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 #	08/04/12, #EJTM105H
Reason for Preemption	Sports

Digital Core Program (15 of 16)	Response
Program Title	LazyTown
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:00am
Total times aired at regularly scheduled time	8
Total times aired	12

Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Digital channel 13.1, Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, and his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. Coming to the rescue is the athlete Sportacus who lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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	LazyTown
List date and time rescheduled	07/15/12, 11:30am
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 #	07/28/12, #ELZT104H
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
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Title of Program	LazyTown
List date and time rescheduled	8/11/12, 8:00am (see Qu. #17)
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/11/12, #ELZT109H
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	LazyTown
List date and time rescheduled	09/08/12, 8:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/08/12, #ELZT116H
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	LazyTown
List date and time rescheduled	09/23/12, 11:30am
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 #	09/29/12, #ELZT120H
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	LazyTown
List date and time rescheduled	07/22/12, 11:00am
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 #	08/04/12, #ELZT108H
Reason for Preemption	Sports

Digital Core Program (16 of 16)	Response
Program Title	The Wiggles
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am
Total times aired at regularly scheduled time	8
Total times aired	12
Number of Preemptions	5
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	5
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.	Digital channel 13.1, the Wiggles is an Australian children's variety show, starring musicians Tony, Murray, Greg and Jeff. During every show, the Wiggles run through a variety of skits that are specifically designed to entertain the preschool audience. They are supported by a troupe of back-up dancers and colorful characters, who help them move the show forward with scene changes, travel to distant locations and visits by guest artists. These characters include Wags the dog, Dorothy the Dinosaur, Henry the octopus, and Captain Feathersword the Pirate, all of whom dance and interact with the hosts. While the majority of the sketches are instructional in nature the context and spirit of the show demonstrates that learning is the way to have the "very most" fun. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
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Title of Program	The Wiggles
List date and time rescheduled	07/22/12, 11:30AM
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 #	08/04/12, #EWIG108
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	07/15/12, 12:00PM
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 #	07/28/12, #EWIG102
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	09/30/12, 9:30AM
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 #	09/29/12, #EWIG0013
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	09/08/12, 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	09/08/12, #EWIG0010
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	The Wiggles
List date and time rescheduled	8/11/12, 8:30am (see Qu. #17)
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	08/11/12, #EWIG109
Reason for Preemption	Sports

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	Jolene Jensen
Address	1907 S. Hastings Way
City	Eau Claire
State	WI
Zip	54701
Telephone Number	715-835-1313
Email Address	jolene.jensen@weau.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>**WEAU 13 News made the switch to digital on 2/16/2009.</p> <p>**Question 7b: The station transitioned in Feb. 2009 so it did not broadcast any analog programming in 2nd Quarter 2012.</p> <p>**LazyTown and The Wiggles were scheduled to air on Sat. 8/11 at 8am and 8:30am. An (unscheduled) NBC Special Report aired that morning from approximately 8:00am-8:52am so we were unable to air the shows. With the heavy Olympic scheduled makegoods, we were unable to makegood the shows. **On Sunday, 9/9 and 9/16 we had problems with the "Whaddyado" feeds so we were unable to air the shows. In both cases, a repeat of "Aqua Kids" aired in its place.</p>

Other Matters (15)

Other Matters (1 of 15)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:00am-10:30am
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.	Digital channel 13.1, "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (2 of 15)	Response
Program Title	Mad About . . .
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:30am-11:00am
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.	Digital channel 13.1, Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated about conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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Other Matters (3 of 15)	Response
Program Title	Real Life 101
Origination	Syndicated
Days/Times Program Regularly Scheduled	Mondays, 10:00am-10:30am
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.	Digital channel 13.2, "Real Life 101" presents real people pursuing real jobs and careers in an educational and informational format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. A study conducted by The Annenberg Public Policy Center of the University of Pennsylvania concerning the implementation of the FCC processing guideline known as the Three-Hour Rule found that "Real Life 101" was highly educational. The series is currently being provided to schools and libraries across the USA by one of the nation's quality educational distributors. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (4 of 15)	Response
Program Title	Mad About ...
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesdays, 10:00am-10:30am

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.	Digital channel 13.2, Mad About, is a weekly, half-hour sketch-comedy/variety show aimed at educating and entertaining kids ages 13 to 16. A true E/I series, episodes use a creative mixture of humor, improv, animation, and viewer-generated video. Think Saturday Night Live meets The Electric Company. Mad About conveys important messages about Life Skills such as personal finance, health & nutrition, fitness, conservation and decision-making in a fun and entertaining way. Each TV episode relies on a small company of skilled comedic actors to explore significant topics within a subject area. It incorporates comic monologues, sketch and improv comedy, eye-catching animation, music videos, humorous "man on the street" interviews, and viewer-created questions about life's issues. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (5 of 15)	Response
Program Title	Passport to Explore
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesdays, 10:00am-10:30am
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.	Digital channel 13.2, Passport To Explore takes an atypical approach, since the focus is specifically aimed at the 13-16 year-old set. Teens - the "Young Explorers" - travel the globe in search of exciting and adventure filled places and learn a little something in the process. Passport To Explore provides CORE programming in the area of geography and prevailing local customs related to the areas visited. Not only does the series present geographical and morays about the areas visited, but it aims to enrich children's lives by making them aware of the differences that exist and how enriching those differences can be to their own lives. Each episode provides information related to the specific area visited and gives an educational approach to its history. Passport To Explore uses the technique of near peer mentors i.e.,children to teach other children. Each episode employs children who ask questions and experience first hand the experience of the topic. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (6 of 15)	Response
Program Title	Centsables
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursdays, 10:00am-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.2, "The Centsables" represents educational programming that children ages 6-12 can relate to. Story lines convey positive financial or moral values. The educational segments built into the program, teach kids financial literacy and cover a range of topics such as earning interest, wants vs. needs, ATM's, checking & savings accounts and other financial lessons.THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Other Matters (7 of 15)	Response
Program Title	Beta Records TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Fridays, 10:00am-10:30am
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.	Digital channel 13.2, BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major & indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, Internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. Helps kids make the connection between an education and the rest of their lives by showing how relevant education is. That relevance gap can be the difference between staying in school and dropping out. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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Other Matters (8 of 15)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 10:00am-10:30am
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.	Digital channel 13.2, Aqua Kids is an award-winning children's program dedicated to educating young people about the importance of protecting marine environments and the animals that live there. For over 7 years, our host Molly and the Aqua Kids crew have traveled the globe, sharing their adventures and what they've learned about preserving a world for everyone to explore. The "Kids" visit a variety of water environments from water management facilities to fresh water and brackish streams to the oceans of the world with the intent to motivate kids to become active citizens on the issue of pollution of water environments. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (9 of 15)	Response
Program Title	Whaddyado
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:00am-10:30am

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.	Digital channel 13.2, "WHADDYADO" is a half-hour weekly educational series designed to educate, inform, inspire and entertain children 16 & under (specific target audience is 13-16) about the world around them. Each episode is an educational life-lesson, based in reality, intended to prepare young people for potential situations that could easily crop up at any time, anywhere. Using a combination of actual dramatic footage, re-enactments, and demonstrations, "WHADDYADO" provides a compelling look at perilous situations that have occurred in real life. Then, using interviews with the participants, and instructions from experts, we learn what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right time many episodes will feature a Moral Dilemma segment. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
Other Matters (10 of 15)	
Program Title	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9-9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double-decker bus fully equipped with art supplies and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the child's home. Sean is accompanied by Doggity, an every-faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (11 of 15)	Response
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30-10am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, the Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (12 of 15)	Response
Program Title	Poppy Cat
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10-10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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Other Matters (13 of 15)	Response
Program Title	Justin Time
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:30-11am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, Justin Time features and 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, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justin's lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find another way to get to your goal. Justin is all about self-directed learning from the young child's perspective and imagination. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (14 of 15)	Response
Program Title	LazyTown
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11-11:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, Lazy Town promotes fitness and healthful habits for preschool children. It takes place in an imaginary setting, Lazy Town, and most episodes relate children's eating and fitness habits to problem solving in their "real world." The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of "human" puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy" which consists of fruit and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (15 of 15)	Response
Program Title	The Wiggles
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am-12pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, The Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There's dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool child. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

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>Gray Television, Inc.</p>

Attachments

No Attachments.