



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002209260** | File Number: **CPR-121825** | Submit Date: **07/07/2011** | Call Sign: **WVTV** | Facility ID: **74174** | City: **MILWAUKEE** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **07/07/2011** | Filing Status: **Active**

Report reflects information for : Second Quarter of 2011

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

**Contact
Representatives
(0)**

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

**Children's
Television
Information**

| Section | Question | Response |
|--------------|-----------------------|-----------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | CW |
| | Nielsen DMA | Milwaukee |
| | Web Home Page Address | www.CW18Milwaukee.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 | 0.0 |
| State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671: | 0.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | No |

Digital Core Programs(5)

| Digital Core Program (1 of 5) | | Response |
|--|--|-----------------|
| Program Title | Magi-Nation | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturday's 7:00 a.m. - 7:30 a.m. and 7:30 a.m.- 8:00 a.m. (4/2/11 - 6/25/11) | |
| Total times aired at regularly scheduled time | 26 | |
| Total times aired | | |
| Number of Preemptions | 0 | |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | 30 mins | |
| Age of Target Child Audience | 7 years to 12 years | |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world. | |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes | |

| Digital Core Program (2 of 5) | | Response |
|---|---|-----------------|
| Program Title | Career Day | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Friday's 7:00a.m. - 7:30a.m. (4/1/11-6/24/11) | |
| Total times aired at regularly scheduled time | 13 | |

| | |
|--|---|
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (3 of 5) | | Response |
|--|---|-----------------|
| Program Title | Eco Company | |
| Origination | Syndicated | |
| Days/Times Program Regularly Scheduled | Thursday's 7:00a.m. - 7:30a.m. (4/7/11 - 6/30/11) | |
| 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. | "Eco Company" is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology. It offers advice on how to be more eco-wise, while performing daily activities. The show also includes 'eco bytes' (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism, rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (4 of 5) | Response |
|--|---|
| Program Title | Noonbory & the Super 7 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Monday's - Tuesday's 7:00a.m. - 7:30a.m. (4/4/11 - 6/28/11) |
| Total times aired at regularly scheduled time | 26 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 3 years to 6 years |

| | |
|--|--|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Noonbory and the Super 7" uses fantasy and fun to promote school readiness in two essential ways. First, the series provides young viewers with an enticing model for ethical actions and effective coexistence. Second, the series gives children an opportunity to discover and practice those primary discovery and "learning to learn" understandings and skills which form the groundwork of much further knowledge acquisition. Children learn to ask appropriate questions, and engage in fact-finding, logical reasoning, analysis, and evaluation. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 5) | Response |
|--|---|
| Program Title | Wimzie's House |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesday's 7:00a.m. - 7:30a.m. (4/6/11-6/29/11) |
| 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 | 3 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. |
| 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 | David Ford |
| Address | 4041 N. 35th Street |
| City | Milwaukee |
| State | WI |
| Zip | 53220 |
| Telephone Number | (414) 442-7050 |
| Email Address | |

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.

PUBLIC SERVICE ANNOUNCEMENTS During this quarter, WVTV aired 869 public service announcements covering a variety of topics affecting families and children. (Additional materials enclosed in the station's public file) **"MKE CARES" ANNOUNCEMENTS** WVTV produces public service announcements entitled "MKE Cares" which air several times a day. Local non-profit organizations utilize this community service project to promote their community programs and activities for families and children. (Additional materials enclosed in the station's public file) **"BRAIN BREAK" CHILDREN'S PUBLIC SERVICE ANNOUNCEMENTS** WVTV locally produces educational based public service announcements, entitled "Brain Break," which air several times a day during children's educational/informational programming. The "Brain Break" topics covered during this quarter include: reptiles, food, stamps, birds, archeology, sports, science, American history, dinosaurs, astronomy, ocean life, United States Presidents, space, states, Wisconsin, Milwaukee, geography, animals, and weather (Additional materials enclosed in the station's public file) **AMBER ALERT** WVTV continues to participate in the Wisconsin Amber Alert Plan. At present, the Amber Alert System for Broadcast Distribution is only activated for children abducted in Wisconsin. The bulletin is distributed to us through the Emergency Alert System (EAS) by state law enforcement. The alert follows the following criteria: the child must be 17 years or younger; the child must be in danger of serious bodily harm or death; the initiating law enforcement agency must have enough descriptive information about the child, the suspect(s), and or suspect vehicle(s), to believe an immediate broadcast will help locate the child. **BROADCAST/NON BROADCAST EFFORTS FOR FAMILIES MILWAUKEE HABITAT FOR HUMANITY** WVTV aired 45 in kind public service announcements supporting the recruitment efforts of Milwaukee's Habitat for Humanity. Milwaukee Habitat for Humanity is a nonprofit homeownership ministry building simple, decent, affordable housing in partnership with families in need. (Additional materials enclosed in the station's public file.) **HISPANIC CHAMBER OF COMMERCE** WVTV donated two Lakeside School of Massage Therapy certificates to the Salute to Hispanic Women Luncheon for a \$60 value. WVTV also aired 30 in-kind public service announcements promoting The Hispanic Chamber of Commerce Fiesta Tailgate Event. The Hispanic Chamber of Commerce of Wisconsin has for decades effectively promoted the interests of Wisconsin's Hispanic and other small businesses. It fosters economic development, educates future generations and maintains a strong and prominent community presence. (Additional materials enclosed in the station's public file.) **MILWAUKEE HEALTH SERVICES** WVTV aired 32 in-kind public service announcements for Milwaukee Health Services a non-profit health clinic. Milwaukee Health Services serves everyone regardless of income, or third party coverage, and seeks to provide high quality care in accessible locations and at convenient times. Our particular sites primarily target the residents of Milwaukee's north side, but service patients, including children from all over the county. (Additional materials enclosed in the station's public file.) **THE UNITED WAY** The station donated four Noah's Ark passes, approximately a \$144 value to the United Way for the Annual United Way Fundraising Campaign. **CHILI'S MACC (MIDWEST ATHLETES AGAINST CHILDHOOD CANCER)** WVTV ran 25 Public Service Announcements for a total of approximately \$405 value for Chili's MACC (Midwest Athletes Against Childhood Cancer) 2011 Fund from May 11, 2011 through June 3, 2011.

Other Matters (8)

| Other Matters (1 of 8) | Response |
|--|--|
| Program Title | Magi-Nation |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday's 7:00 a.m. - 7:30 a.m. and 7:30 a.m.- 8:00 a.m. (7/2/11 -9/24/11) |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 7 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Magi-Nation follows the adventures of teenager Tony Jones, whose world is forever changed when he is mystically transported into a beautiful world far beyond imagination that was created a millennium ago by a powerful race known as the Magi. Here Tony meets Edyn and Strag, two young Magi heroes in training, who help him discover his vast new magical environment. However, all is not perfect in Tony's new world as the Moonlands of Magi-Nation are threatened by the evil Shadow Magi. It's up to this young trio and their vast collection of Dream Creatures to thwart the evildoers' plans and protect their world. |

| Other Matters (2 of 8) | Response |
|--|---|
| Program Title | Career Day |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Friday's, 7:00 a.m. - 7:30 a.m. (7/1/11- 9/30/11) |
| Total times aired at regularly scheduled time | 14 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | "Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?" |

| Other Matters (3 of 8) | Response |
|-------------------------------|-----------------|
| Program Title | Eco Company |
| Origination | Syndicated |

Days/Times Thursday's, 7:00 a.m. - 7:30 a.m. (7/7/11- 9/29/11)
Program
Regularly
Scheduled

Total times 13
aired at
regularly
scheduled
time

Length of 30 mins
Program

Age of 13 years to 16 years
Target Child
Audience
from

Describe the "Eco Company" is a teen-hosted program that profiles individuals and organizations committed to educational and environmental issues, reports on the latest recycling and nature conservation efforts and advances in informational and renewable energies and carbon footprint-reducing technology. It offers advice on how to be more eco-wise, while performing daily activities. The show also includes 'eco bytes' (bits of trivia related to environmental objective of issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses the program peer reporting to address various environmental issues from a youthful point of view. By doing so, it and how it enthusiastically encourages young adults to become more proactive about environmentalism, rather than meets the just talking about the importance of living green. It also stresses the positive impact that young people's definition of efforts, no matter how small they might seem, can have on the larger world around them.
Core
Programming.

Other Matters (4 of 8)

Response

Program Title Noonbory & the Super 7

Origination Syndicated

Days/Times Monday's (7/4/11-9/12/11) & Tuesday's (7/5/11-9/5/11) 7:00 a.m. - 7:30 a.m.
Program Regularly
Scheduled

Total times aired at 20
regularly scheduled
time

Length of Program 30 mins

Age of Target Child 3 years to 6 years
Audience from

Describe the "Noonbory and the Super 7" uses fantasy and fun to promote school readiness in two essential ways. educational and First, the series provides young viewers with an enticing model for ethical actions and effective informational coexistence. Second, the series gives children an opportunity to discover and practice those primary objective of the discovery and "learning to learn" understandings and skills which form the groundwork of much the program and how it further knowledge acquisition. Children learn to ask appropriate questions, and engage in fact-meets the definition finding, logical reasoning, analysis, and evaluation.
of Core
Programming.

Other Matters (5 of 8)

Response

Program Title Wimzie's House

Origination Syndicated

| | |
|---|---|
| Days/Times Program Regularly Scheduled | Wednesday's, 7:00 a.m. - 7:30 a.m. (7/6/11- 8/31/11) |
| Total times aired at regularly scheduled time | 9 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 5 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmother's house along with her brother and other friends. The series' characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler's point of view. |

| Other Matters (6 of 8) | Response |
|---|--|
| Program Title | Wild LTD |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Monday's, 7:00 a.m. - 7:30 a.m. (9/19/11-9/26/11) |
| Total times aired at regularly scheduled time | 2 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within. |

| Other Matters (7 of 8) | Response |
|---|--|
| Program Title | Dog Tales |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Tuesday's 7:00 a.m. - 7:30 a.m. (9/6/11-9/27/11) |
| Total times aired at regularly scheduled time | 4 |
| 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. | Dog Tales carries the E/I designation because the show is geared to inform and educate kids 13-16 years of age about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. We also have several dog experts, explaining the various dog needs health, nutrition, safety, care, etc. |

| Other Matters (8 of 8) | Response |
|--|---|
| Program Title | Dragonfly |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Wednesday's 7:00 a.m. - 7:30 a.m. (9/7/11-9/28/11) |
| Total times aired at regularly scheduled time | 4 |
| 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. | Dragon Fly features real kids doing real science. The series demonstrates practical applications of math and science with enjoyable, hands-on projects, promoting critical thinking and problem solving skills. Young viewers see kids like themselves investigating, dreaming and doing. |

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>WVTV Licensee, Inc.</p> |

Attachments

No Attachments.