Approved by OMB (Office of Management and Budget) 3060-0928
January 2015

Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-124974** | Submit Date: **10/10/2011** | Call Sign: **WTMJ-TV** | Facility ID: **74098**
City: **MILWAUKEE** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/10/2011** | Filing Status: **Active**

Report reflects information for : Third 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	NBC
	Nielsen DMA	Milwaukee
	Web Home Page Address	http://www.todaystmj4.com/

Digital Core Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	336.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	6.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(17)

Digital Core Program (1 of 17)	Response
Program Title	Turbo Dogs (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.
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	Turbo Dogs (Primary digital 4.1)
List date and time rescheduled	07/09/2011 at 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	2011-07-02
Episode #	7/2/11 /TDO124
Reason for Preemption	Sports

Digital Core Program (2 of 17)	**Response**
Program Title	Shelldon (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11am
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

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	Shelldon (Primary digital 4.1)
List date and time rescheduled	09/17/11 at 9:00am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-17
Episode #	09/17/11 /SHL001
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Shelldon (Primary digital 4.1)
List date and time rescheduled	07/09/2011 at 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	2011-07-02
Episode #	07/02/2011 /SHL003
Reason for Preemption	Sports

Digital Core Program (3 of 17)	Response
Program Title	The Magic School Bus (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 1130am
Total times aired at regularly scheduled time	11
Total times aired	13

Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	The Magic School Bus (Primary digital 4.1)
List date and time rescheduled	07/09/2011 at 1:30pm
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-07-02
Episode #	07/02/2011 /MSB304
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response

Title of Program	The Magic School Bus (Primary digital 4.1)
List date and time rescheduled	09/17/11 at 9:30am
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-17
Episode #	09/17/11 /MSB402
Reason for Preemption	Sports

Digital Core Program (4 of 17)	**Response**
Program Title	Babar (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 12pm noon
Total times aired at regularly scheduled time	10
Total times aired	13
Number of Preemptions	3
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	3
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
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	Babar (Primary digital 4.1)
List date and time rescheduled	09/18/11 at 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	2011-09-17
Episode #	09/17/11 /BAR210
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Babar (Primary digital 4.1)
List date and time rescheduled	08/06/11 at 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	2011-07-30
Episode #	07/30/2011 /BAR124
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Babar (Primary digital 4.1)
List date and time rescheduled	07/10/2011 at 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	2011-07-02
Episode #	07/02/2011 /BAR113
Reason for Preemption	Sports

Digital Core Program (5 of 17)	Response
Program Title	Willa's Wild Life (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 11am

Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the cool group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.
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	Willa's Wild Life (Primary digital 4.1)
List date and time rescheduled	07/10//2011 at 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	2011-07-03
Episode #	07/03/2011 /WIL013

Reason for Preemption	Sports

Digital Core Program (6 of 17)	Response
Program Title	Pearlie (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 11:30am
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6- to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
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	Pearlie (Primary digital 4.1)
List date and time rescheduled	09/03/11 at 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	2011-08-28
Episode #	08/28/11 /PEA107
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie (Primary digital 4.1)
List date and time rescheduled	07/10/2011 at 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	2011-07-03
Episode #	07/03/2011 /PEA106
Reason for Preemption	Sports

Digital Core Program (7 of 17)	Response
Program Title	Real Winning Edge, The (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 12pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE REAL WINNING EDGE series seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them to have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. It promotes the values through these very engaging positive youth role models, who are introduced by celebrities in the same talent field as the youth. The celebrities reinforce the values by calling attention to these youths' qualities as they are exhibited in the program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 17)	**Response**
Program Title	Outdoorsman, The (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 2pm (LTC Sept. 17, 2011)
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series 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. . 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.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 17)	Response
Program Title	Ariel and Zoey and Eli, Too (DIGITAL MULTICAST Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 4pm
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.	Ariel & Zoey & Eli, Too introduces children to people who have accomplished great things and have a positive message. They have toured across the country performing concerts for the children of our heroic troops and the National Anthem at numerous events including before a New York Mets game at Citi Field, the Palace of Auburn Hills prior to a sold-out Detroit Pistons basketball game and before 54,000 fans at Shea Stadium.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 17)	Response
Program Title	Aqua Kids (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 12pm
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.	AQUA KIDS uses the technique of near peer mentors i.e., children to teach other children. Each episode employs Aqua Kids who ask questions and experience first hand the experience of the topic. For example, children might feed Manatees to experience the graceful, gentle nature of the animal and learn about their biology or dig through piles of silt dredged from the ocean depths to look for shark teeth to understand how shark continually grow new teeth and loose old rows of teeth.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 17)	**Response**
Program Title	Swap TV (Multicast Digital Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 2pm
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.	A weekly half-hour television series about two teenagers from different backgrounds swapping lives for a weekend. The series meets the educational and informational objectives of the FCCs Childrens Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone elses way of life. Each episode is informative, entertaining and promotes good social values and respect. SWAP TV is closedcaptioned for the hearing impaired and displays the E/I icon throughout the broadcast.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 17)	**Response**
Program Title	Animal Rescue (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 4pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins

Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL RESCUE serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values. To facilitate your FCC filings, episode synopses are available on-line at our website, www.telcoproductions.com. Also available online are testimonials from our program advisory board, consisting of educators and veterinary professionals who have reviewed the program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 17)	**Response**
Program Title	Beta Records TV (secondary digital channel 4.3 THECOOLTV/Cool Music Network)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 7am
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 17)	**Response**

Program Title	Real Life 101 (secondary digital channel 4.3 THECOOLTV/Cool Music Network)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 730am
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.	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.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 17)	**Response**
Program Title	Ultimate Choice (secondary digital channel 4.3 THECOOLTV/Cool Music Network)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays at 8am and 830am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ultimate Choice Florida and Ultimate Choice Real Girls provides an opportunity for its young viewers to learn more about themselves and their lives, as well as to develop their own convictions about each of the moral issues explored and discussed on this television series. In "Ultimate Choice Florida" each episode presents the teens a heart stopping extreme adventure along with an opportunity to discuss that experience and its application to major real life issues. While "Ultimate Choice Real Girls" finds five diverse young women who are invited to join a revolution....a revolution to live a dramatically different life than dictated by the pop culture. These "real" girls are brought to an incredible house on the water and introduced to their new weekly routine...time with their new mentors (the show's hosts Courtenay and Shennette). Each of the episodes within these series brought them face-to-face with challenges that have lifelong implications; they shared thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: Drugs; Compromise; Resolving Conflict; Teamwork; Fear; and Self Control.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (16 of 17)	**Response**
Program Title	Teen Kids News (secondary digital channel 4.3 THECOOLTV/Cool Music Network)
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays at 9am and 930am
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Teen Kids News is a national 1/2 hour weekly program that is informative, educational and entertaining! The show has been on the air since 2003, and given how many people watch it and love it, the show will be on forever! Teen Kids News (TKN) highlights positive stories about kids doing amazing things and helping to make the world a better place. In addition, the TKN reporters on the show (who are, of course, all kids!) report on everything that is fun or interesting or important about our world. These stories range from kids who fly planes to how to deal with bullying to the best way to throw a baseball for power, to tips on getting into college to making friends to behind the scenes with entertainers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 17)	**Response**
Program Title	Animal Atlas Classics (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 2:00pm (effective Sept. 24)
Total times aired at regularly scheduled time	1
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.	This series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	Outdoorsman, The (Primary Digital 4.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturdays at 1am (LTC Sept. 24)
Total times aired at regularly scheduled time:	13
Number of Preemptions	3
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The series 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. . 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.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	9/3/11 at 4:30am
Date Time	9/10/11 at 4:30am
Date Time	8/13/11 - n/a

Non-Core Educational and Informational Programming (2 of 2)	Response
Program Title	Preps Plus (Primary digital 4.1)
Origination	Local

Days/Times Program Regularly Scheduled:	Sundays at 11pm (effective 9/11/2011))
Total times aired at regularly scheduled time:	3
Number of Preemptions	3
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.	Program features the pro-social, on and off field activities of male and female student athletes, coaches, student mentors, and families. Show is focused around the messages that encourage the following values: school completion, community service, cooperation, tolerance of differences and healthful practices along with athletics. These educational and informational messages are conveyed through real-lfe examples,interviews and commentary by the program host. Program started late due to sports overruns as indicated.
Does the program have educating and informing children ages 16 and under as a significant purpose?	Yes
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	No
Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673?	Yes

Date and Time Aired:

Questions	Response
Date Time	9/25/11 - 11:26pm
Date Time	
Date Time	9/18/11 - 11:40pm
Date Time	9/11/11 - 11:34pm

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	Steve Wexler VP/GM, Cori Ritter/PD
Address	720 E. Capitol Drive
City	Milwaukee
State	WI
Zip	53212
Telephone Number	414-967-5248
Email Address	critter@journalbroadcastgroup.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.	WTMJ-TV is a full power station that ceased analog broadcasts on or before June 12th, 2009. Therefore the analog portion of this document no longer applies to the station.

Other Matters (19)

Other Matters (1 of 19)	Response
Program Title	Turbo Dogs (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated show based on the books, Racer Dogs, by Bob Kolar. The series follows a group of six dogs from Racerville who love to compete with one another in races. In each story, one or more of the dogs encounter and solve problems that teach them social-emotional lessons on good sportsmanship, teamwork, cooperation, playing fair, and friendship. The show also imparts information on the mechanics of racing such as directionality and concepts of distance and time. The social-emotional messages are embedded through the stories using action and humor. The tags at the end of each episode reiterate and establish the educational message learned by the dogs.

Other Matters (2 of 19)	Response
Program Title	Shelldon (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 11am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.

Other Matters (3 of 19)	**Response**
Program Title	The Magic School Bus (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 1130am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on a series of children's books about science written by Joanna Cole. The show features the ingenious Ms. Frizzle, an elementary school teacher and intrepid explorer who piles her students into her Magic School Bus and takes them on amazing field trips to impossible locations. The goal of each field trip is to answer questions or learn many new things about the place the class visits. Each episode is a fact-filled expedition to places as diverse as the solar system, the human body, or even inside weather systems. The bus transforms to suit the environment and the kids freely explore and share their learning with each other and with Ms. Frizzle, who nudges them to "make connections" and answer their own questions with research. The class pet, Lizzie, a large lizard, accompanies the class on their field trips. The content of the show is appropriate for children from ages 6 to 10 and in addition to all the factual content, the children also have a social-emotional problem to solve that is embedded into the story line.

Other Matters (4 of 19)	**Response**
Program Title	Babar (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays at 12pm - noon
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.

Other Matters (5 of 19)	**Response**
Program Title	Willa's Wild Life (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 11am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six-year-old girl and her menagerie of animals. Willa lives at home with her father and pets - an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the cool group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Other Matters (6 of 19)	**Response**
Program Title	Pearlie (Primary digital 4.1)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 1130am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	An animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 6- to 10-year-old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.

Other Matters (7 of 19)	**Response**
Program Title	Real Winning Edge, The (Digital Multicast channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 12pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE REAL WINNING EDGE series seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them to have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. It promotes the values through these very engaging positive youth role models, who are introduced by celebrities in the same talent field as the youth. The celebrities reinforce the values by calling attention to these youths' qualities as they are exhibited in the program.

Other Matters (8 of 19)	**Response**
Program Title	Animal Atlas Classics (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 2pm
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.	This series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare.

Other Matters (9 of 19)	Response
Program Title	Ariel and Zoey and Eli, Too (DIGITAL MULTICAST Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays at 4pm
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.	Ariel & Zoey & Eli, Too introduces children to people who have accomplished great things and have a positive message. They have toured across the country performing concerts for the children of our heroic troops and the National Anthem at numerous events including before a New York Mets game at Citi Field, the Palace of Auburn Hills prior to a sold-out Detroit Pistons basketball game and before 54,000 fans at Shea Stadium.

Other Matters (10 of 19)	Response
Program Title	Aqua Kids (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 12pm
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.	AQUA KIDS uses the technique of near peer mentors i.e., children to teach other children. Each episode employs Aqua Kids who ask questions and experience first hand the experience of the topic. For example, children might feed Manatees to experience the graceful, gentle nature of the animal and learn about their biology or dig through piles of silt dredged from the ocean depths to look for shark teeth to understand how shark continually grow new teeth and loose old rows of teeth.

Other Matters (11 of 19)	Response
Program Title	Swap TV (Multicast Digital Channel 4.2)

Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 2pm
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.	A weekly half-hour television series about two teenagers from different backgrounds swapping lives for a weekend. The series meets the educational and informational objectives of the FCCs Childrens Programming requirements for children ages 13-16. The programs explore the opposite lives of the participating youngsters as they learn about different cultures and family settings. Young viewers are exposed to the special interests of the swapping youngsters and what adjustments they make to a different life situation. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone elses way of life. Each episode is informative, entertaining and promotes good social values and respect. SWAP TV is closedcaptioned for the hearing impaired and displays the E/I icon throughout the broadcast.

Other Matters (12 of 19)	**Response**
Program Title	Animal Rescue (Digital Multicast Channel 4.2)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays at 4pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL RESCUE serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values. To facilitate your FCC filings, episode synopses are available on-line at our website, www.telcoproductions.com. Also available online are testimonials from our program advisory board, consisting of educators and veterinary professionals who have reviewed the program.

Other Matters (13 of 19)	Response
Program Title	Animal Atlas (secondary digital channel 4.3 Live Well Network)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 10:00am (beginning October 2, 2011)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Animal Atlas is a weekly half-hour series that travels around the globe to educate viewers 13-16 about the animal kingdom. Every week viewers are given an in-depth look at many different kinds of animals, their biology and habitats, their eating and socializing habits, and much, much more. The series features an up-beat and entertaining narration over beautifully-shot animal footage from zoos and wildlife habitats all over the world. Without pandering, pontificating, or watering down material, it broadens the knowledge and perspective of young viewers through a friendly and fascinating presentation of information about the animal world.

Other Matters (14 of 19)	Response
Program Title	Taste Buds(secondary digital channel 4.3 Live Well Network)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8:00am (beginning October 2, 2011)
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.	Taste Buds is a weekly half-hour series for children aged 13-16 that encourages them to think about what they eat, be creative in the kitchen, and explore foods from the world around them. Viewers learn and laugh as the hosts cook up age-appropriate recipes and go on fun food adventures. With a group of young hosts who are culinary explorers, viewers will delve into the culture, history, science, and art behind the food. Each episode explores a new food theme, beginning with the simple phrase, Foods that..and rounding off with the hosts creating and customizing theme-inspired recipes that kids and parents will want to make together. Taste Buds communicates a positive message about healthy eating, kitchen safety, and environmental responsibility.

Other Matters (15 of 19)	Response
Program Title	Aqua Kids Adventures(secondary digital channel 4.3 The Live Well Network)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 8:30am (beginning October 2, 2011)
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.	Aqua Kids Adventures is designed and produced to educate children aged 13-16 about the importance of protecting aquatic environments and the animals that live in marine habitats. This weekly half-hour series strives to show teens that with a little dedication and the right attitude, they can make a difference within their own communities. In each episode, Host Molly and the Aqua Kids crew travel the globe while sharing their adventures and what they learn about preserving a world for everyone to explore. Whether they are talking about saving sea turtles or participating in a beach cleanup, the Aqua Kids demonstrate the real and lasting contribution children can make in protecting the future of their community and the world.

Other Matters (16 of 19)	Response
Program Title	Preps Plus (Primary digital 4.1)
Origination	Local
Days/Times Program Regularly Scheduled	Sundays at 11pm
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.	Program features the pro-social, on and off field activities of male and female student athletes, coaches, student mentors, and families. Show is focused around the messages that encourage the following values: school completion, community service, cooperation, tolerance of differences and healthful practices along with athletics. These educational and informational messages are conveyed through real-lfe examples,interviews and commentary by the program host. Program started late due to sports overruns as indicated.

Other Matters (17 of 19)	Response

Program Title	Real Life 101 (secondary digital channel 4.3 Live Well Network)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 9:00am (beginning October 2, 2011)
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.	a weekly half-hour program designed and produced for viewers 13-16. Every week the teen hosts explore two or three exciting professions. From doctors, lawyers and veterinarians to career counselors, drug counselors and special effects wizards, Real Life 101 takes viewers "on the job" to understand why these professionals love what they do. Through the hosts' interviews of adults in these varying professions, teen viewers learn about the different career paths available, as well as how certain education-based decisions may help shape their future.

Other Matters (18 of 19)	**Response**
Program Title	Major Decision (secondary digital channel 4.3 Live Well Network)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 9:30am (beginning October 2, 2011)
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.	a weekly half-hour program designed and produced for children aged 13-16. Hosted by lively and entertaining teens, Major Decision helps guide viewers on the journey to choose the ideal career path. Each episode focuses on one career with an in-depth interview, a multi-faceted review, and career ranking. The importance of career guidance is highlighted in this series, which gives viewers a glimpse into the life of a different profession in each episode. As teens prepare for life after high school, Major Decision provides more information about the options available to them as adults.

Other Matters (19 of 19)	**Response**
Program Title	Mystery Hunters (secondary digital channel 4.3 Live Well Network)
Origination	Network
Days/Times Program Regularly Scheduled	Sundays at 10:30am (beginning October 2, 2011)

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.	a is a weekly half-hour program designed and produced for viewers 13-16. Every week viewers are taken on a journey around the globe to investigate the mysteries that have baffled people throughout the ages. Through critical observation, analytical thinking, and scientific testing, this series encourages teens to question the world around them. Armed with video cameras and their instincts, the hosts gather facts and meet the experts, debunking common myths and offering explanations for legends, spooky stories, and unexplained phenomena.

Certification

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

Attachments

No Attachments.