



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023893217** | File Number: **CPR-168024** | Submit Date: **04/09/2015** | Call Sign: **WCWF** | Facility ID: **73042** | City:
SURING | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/09/2015 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2015**

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 | Green Bay-Appleton |
| | Web Home Page Address | www.cw14online.com |

Digital Core
Programming

| Question | Response |
|---|----------|
| State the average number of hours of Core Programming per week broadcast by the station on its main program stream | 6.0 |
| 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 | Calling Dr. Pol |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 1/3-3/28/15, 7:00am, 7:30am, 8:00am |
| Total times aired at regularly scheduled time | 39 |
| 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. | Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. |
| 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 | Dog Whisperer with Cesar Millan: Family Edition |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 1/3-3/28/15, 8:30am, 9:00am, 9:30am 10:00am |
| Total times aired at regularly scheduled time | 52 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |

| | |
|--|---|
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. |
| 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 | Expedition Wild |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 1/3-3/28/15, 10:30am, 11:00am |
| 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. | Wildlife expert Casey Anderson showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places. Through this program viewers will have a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of adventures, such as paddling the Grand Canyon, skiing with wolverines in British Columbia, observing mountain lions in Montana, staking out the scavengers of Yellowstone, investigating a raven's nest, observing polar bears on Alaska's northern slope and climbing rugged extremes in pursuit of Maine's black bears. These adventures will bring the viewer a rare experience with endangered species, some deadly, others dashing in the stunning natural ecosystem they call home. |
| 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 | Rock the Park |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 1/3-3/28/15, 11:30am |
| 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. | On this program, close friends and hosts Jack Steward and Colton Smith come face to face with nature in America's national parks. Viewers will learn about the wonders of nature and the variety of wild animals that inhabit America. The hosts' adventures may inspire viewers to visit and explore the vast resources the national parks provide. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (5 of 5) | Response |
|-------------------------------|-------------------|
| Program Title | Live Life and Win |
| Origination | Syndicated |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Sundays: 1/4-3/29/15, 7:00am |
| 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 goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Non-Core
Educational and
Informational
Programming (0)

**Sponsored Core
Programming (0)**

Liaison Contact

| Question | Response |
|---|---|
| Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)? | Yes |
| Name of children's programming liaison | DONNA FISCHER |
| Address | 787 LOMBARDI AVE |
| City | GREEN BAY |
| State | WI |
| Zip | 54304 |
| Telephone Number | 920-490-1467 |
| Email Address | donna.fischer@wlu.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. | On January 8, 2015 - Donna Fischer, Community Relations Director, gave a tour to 9 cub scouts from Pack 4090 (ages 6 & 7). On January 23, 2015 - Donna Fischer gave a tour to 10 tiger scouts (ages 7). On January 23, 2015 - Rachel Manek and Emily Deem hosted the Green Bay Packers Empower event. Event is for middle school girls. On February 11, 2015 - Donna Fischer gave a tour to 10 home schooled children (K - 12). On February 11, 2015 - Donna Fischer gave a tour to nine scouts from Pack 3077 (age 6). On February 24, 2015 - Donna Fischer gave a tour to two kids (ages 11 & 13) from Holy Family School. On February 26, 2015 - Donna Fischer and Patrick Powell gave a tour to two kids (age 14) from Kaleidoscope Academy. On March 2, 2015 - Drew Smith, Sports Director, read a Dr. Seuss book to elementary students at Valley View Elementary in Ashwaubenon. On March 12, 2015 - Donna Fischer gave a tour to five Tiger Scouts from Pack 4113 (age 6). On March 12, 2015 - Meteorologist Doug Higgins gave 15 kids (ages 15, 16 & 17) a tour of the station. WCWF aired public service announcements geared towards children such as; Ballet, Generosity, Just Say Hi, Cafeteria, Special Athlete, Nature Conservancy, National Wildlife Federation, Tree City USA. |

Other Matters (5)

| Other Matters (1 of 5) | Response |
|--|---|
| Program Title | Calling Dr. Pol |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 4/4-6/27/15, 7:00am, 7:30am, 8:00am:30AM, AND 8AM, 01/03/15 - 03/28/15 |
| Total times aired at regularly scheduled time | 39 |
| 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. | Dr. Jan Pol is a veterinarian who specializes in large farm animals. Having more than 19,000 clients, Dr. Pol has "seen it all." This series is designed to educate and inform viewers as Dr. Pol, his family, and veterinary staff share their experiences caring for animals of all shapes and sizes across rural Michigan. Viewers will have the opportunity to learn about the biology and behaviors of various domesticated animals and livestock. |

| Other Matters (2 of 5) | Response |
|--|---|
| Program Title | Dog Whisperer with Cesar Millan: Family Edition |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 4/4-6/27/15, 8:30am, 9:00am, 9:30am, 10:00am |
| Total times aired at regularly scheduled time | 52 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 15 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | On this program, animal behaviorist Cesar Millan works to rehabilitate dogs with behavior problems. Viewers will become educated about canine training and creating a healthy environment for dogs. Millan goes directly into the homes of the dog owners and documents the transformations that occur. By offering suggestions to modify their own behaviors, Millan assists the dogs' human families to achieve responsible pet ownership, and a balanced and a natural relationship with their pets. |

| Other Matters (3 of 5) | Response |
|---|---|
| Program Title | Expedition Wild |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday: 4/4-6/27/15, 10:30am, 11:00am |
| Total times aired at regularly scheduled time | 26 |

| | |
|--|--|
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Wildlife expert Casey Anderson showcases his charismatic animal companions on an innovative and action-packed odyssey through North America's wild places. Through this program viewers will have a rare glimpse into the beauty and complexity of the natural world. Viewers will follow Casey on a series of adventures, such as paddling the Grand Canyon, skiing with wolverines in British Columbia, observing mountain lions in Montana, staking out the scavengers of Yellowstone, investigating a raven's nest, observing polar bears on Alaska's northern slope and climbing rugged extremes in pursuit of Maine's black bears. These adventures will bring the viewer a rare experience with endangered species, some deadly, others dashing in the stunning natural ecosystem they call home. |

| Other Matters (4 of 5) | Response |
|--|--|
| Program Title | Rock the Park |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday, 4/4-6/27/15, 11:30am |
| 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. | On this program, close friends and hosts Jack Steward and Colton Smith come face to face with nature in America's national parks. Viewers will learn about the wonders of nature and the variety of wild animals that inhabit America. The hosts' adventures may inspire viewers to visit and explore the vast resources the national parks provide. |

| Other Matters (5 of 5) | Response |
|--|---|
| Program Title | Live Life and Win |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays: 4/5-6/28/15, 7:00am |
| 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. | The goal of this series is to inspire and enlighten young viewers with inspirational teen success stories, as well as segments focusing on the arts, school and sports, exercise, nutrition, health and wellness. The series will promote such critical themes as social responsibility, perseverance, leadership, academic achievement and volunteerism. |

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>WCWF Licensee, LLC.</p> |

Attachments

No Attachments.