



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-136263** | Submit Date: **01/02/2013** | Call Sign: **WACY-TV** | Facility ID: **361** | City:
APPLETON | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
01/02/2013 | Filing Status: **Active**

Report reflects information for : Fourth Quarter of 2012

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	My Network TV
	Nielsen DMA	Green Bay-Appleton
	Web Home Page Address	www.mynew32.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	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?	Yes

Digital Core
Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 9:00am
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.	Hosted by wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal. and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	Jack Hanna's Into The Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 9:30am
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.	Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:00am
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.	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

Digital Core Program (4 of 6)	Response
Program Title	Mystery Hunters

Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 11:00am
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.	Eco Company explores all aspects of being green and understanding how we impact our world. The E-Co team reports on the latest technologies in energy, recycling, conservation and organics and shares stories of young people making a positive impact on the environment. Each week the show also provides practical tips that teens, and people of all ages can use in their daily lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	
	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 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.	The Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them a have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. They are more able to negotiate the challenges inherent in life. The show encourages young people to; discover where their talents lie and develop an appreciation for honesty and a sense of self discipline and internal acceptance.
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	Warren Glover
Address	1391 North Road
City	Green Bay
State	WI
Zip	54313
Telephone Number	920-490-2618
Email Address	wglover@mynew32.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.	In response to Question 7(c), due to the DTV transition, the station did not broadcast any analog programming during the period covered by this report. Therefore, the analog portion of this document no longer applies to the station.

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Wild America
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 9:00am
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.	Hosted by wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal. and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum.

Other Matters (2 of 6)	Response
Program Title	Jack Hanna's Into The Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 9:30am
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.	Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program.

Other Matters (3 of 6)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:00am
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.	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 (4 of 6)	Response
Program Title	Mystery Hunters
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs

Other Matters (5 of 6)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Eco Company explores all aspects of being green and understanding how we impact our world. The E-Co team reports on the latest technologies in energy, recycling, conservation and organics and shares stories of young people making a positive impact on the environment. Each week the show also provides practical tips that teens, and people of all ages can use in their daily lives.

Other Matters (6 of 6)	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sunday, 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.	The Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them a have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. They are more able to negotiate the challenges inherent in life. The show encourages young people to; discover where their talents lie and develop an appreciation for honesty and a sense of self discipline and internal acceptance.

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 Group, Inc.

Attachments

No Attachments.