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Federal Communications Commission

(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0012649232** | File Number: **CPR-123773** | Submit Date: **10/05/2011** | Call Sign: **WJFW-TV** | Facility ID: **49699**
City: **RHINELANDER** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/05/2011** | 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	Wausau-Rhinelander
	Web Home Page Address	www.wjfw.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	3.0
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(18)

Digital Core Program (1 of 18)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9 a.m.
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS IS 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 COMPLETE 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 ACTIONA 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
List date and time rescheduled	n/a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-07-02
Episode #	07/02/11 TDO124
Reason for Preemption	Sports

Digital Core Program (2 of 18)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9:30 a.m.
Total times aired at regularly scheduled time	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON IS AN ANIMATED SERIES ABOUT A SCHOOL-AGED YKA SHELL MOLLUSK NAMES 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, LEANING HOW TO BE ALTRUISTIC, OR PROTECTING THEIR EVIRONMENT 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
List date and time rescheduled	n/a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-07-02
Episode #	07/02/11 SHL003
Reason for Preemption	Sports

Digital Core Program (3 of 18)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10 a.m.
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on a series of children's books about science. The show features the ingenious Ms. Frizle, 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 7 to 9 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
List date and time rescheduled	n/a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-07-02
Episode #	07/02/11 MSB304
Reason for Preemption	Sports

Digital Core Program (4 of 18)	Response
Program Title	Babar
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays / 10:30 a.m.
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	0
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 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, BABAR 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 RESPONSIBLITY, 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
List date and time rescheduled	n/a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No

Date Preempted	2011-07-02
Episode #	07/02/11 BAR113
Reason for Preemption	Sports

Digital Core Program (5 of 18)	**Response**
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11 a.m.
Total times aired at regularly scheduled time	11
Total times aired	12
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE, BASED ON THE BOOK AN OCTOPUS FOLLOWED ME HOME, BY DAN YACCARINO, IS AN ANIMATED SERIES CENTERED ON A SIX-YEAR-OLD GIRL AND MENAGERIE OF SNIMALS. 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 I8N 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 FRIENDHIPS, 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
List date and time rescheduled	09/17/11 8 a.m.
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-09-17
Episode #	09/17/11 WILO13
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	n/a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-07-02
Episode #	07/02/11 WILO013
Reason for Preemption	Sports

Digital Core Program (6 of 18)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11:30 a.m.
Total times aired at regularly scheduled time	11
Total times aired	11

Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE IS 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. AIRMED FOR AN AUDIENCE WITH THE 4- 8 YEAR OLD RANGE, PEARLIE FOCUSES ON THE IMPORTANCE OF FOLLOWING THE RULES, USING GOOD JUDGEMENT AND LEARNING HOW TO AVOID GETTING INTO TROUBLE. SINCE PEARLIE WAS APPOINTED BY FAIRY HEAD QUARTERS 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. PEARLIES'S NEMESIS AND COUSING, 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
List date and time rescheduled	09/17/11 8:30 a.m.
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2011-08-17
Episode #	08/17/11 PEA112
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response

Title of Program	Pearlie
List date and time rescheduled	n/a
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2011-07-02
Episode #	07/02/11 PEA106
Reason for Preemption	Sports

Digital Core Program (7 of 18)	**Response**
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10 a.m.
Total times aired at regularly scheduled time	9
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Critter Gitters features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creaetivity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective super sleuthing by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids natural curiosity and love for animals. Series features s diverse cast providing positive role models. To add variety to the series, episodes have been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West...just about everywhere in the USA.

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

Digital Core Program (8 of 18)	**Response**
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10:30 a.m.
Total times aired at regularly scheduled time	9
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Critter Gitters features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creaetivity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective super sleuthing by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids natural curiosity and love for animals. Series features s diverse cast providing positive role models. To add variety to the series, episodes have been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West...just about everywhere in the USA.

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

Digital Core Program (9 of 18)	**Response**
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9:30 a.m.
Total times aired at regularly scheduled time	4
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Critter Gitters features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creaetivity, promoting team work, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective super sleuthing by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids natural curiosity and love for animals. Series features s diverse cast providing positive role models. To add variety to the series, episodes have been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West...just about everywhere in the USA.

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

Digital Core Program (10 of 18)	**Response**
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11 a.m.
Total times aired at regularly scheduled time	9
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewers letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 18)	**Response**
Program Title	Curiosity Quest

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11:30 a.m.
Total times aired at regularly scheduled time	9
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewers letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 18)	**Response**
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10 a.m.
Total times aired at regularly scheduled time	4
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewers letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 18)	**Response**
Program Title	Mustard Pancakes
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9 a.m.
Total times aired at regularly scheduled time	9
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.	Mustard Pancakes is a televions series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-livng friends. Each episode mirrors a slice of everyday life, from porblems to celebrations and everything in between. Courtney lives with her cat, Mr. D, and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo-definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 18)	**Response**
Program Title	Mustard Pancakes
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9:30 a.m.
Total times aired at regularly scheduled time	9
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.	Mustard Pancakes is a televions series for children, featuring the loveable and talented Courtney Campbell, and her family of fun-livng friends. Each episode mirrors a slice of everyday life, from porblems to celebrations and everything in between. Courtney lives with her cat, Mr. D, and her three dogs, Oogleberry Ink Dog, Tiny Tina Ten Toes and Mo-definitely an offbeat family! Courtney's home is warm, friendly and inviting. A cozy place, where all children feel comfortable hanging out, singing songs and hearing stories.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 18)	Response
Program Title	Curiosity Quest Goes Green
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9 a.m.
Total times aired at regularly scheduled time	4
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	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest Goes Green is a weekly half-hour television series that allows children to explore the world of green living. The series educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes childrens writing and creative skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 18)	Response
Program Title	Heads Up
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10:30 a.m.
Total times aired at regularly scheduled time	4
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.	Heads Up is a series a bout astronomy and astronautics that takes young viewers beyond the basics of the big dipper and the moon, introducing them to the magical content and practical context of the night sky. In eaach episode, series takes kids on an entertaining and informative tour of the heavens through several featured segments, including a survey of all the planets and moons in our solar system.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 18)	**Response**
Program Title	Young America Outdoors
Origination	Network
Days/Times Program Regularly Scheduled	11 a.m.
Total times aired at regularly scheduled time	4
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.	Young America Outdoors introduces young viewers to a wide variety of outdoor activities, explaining the benefits of keeping fit while exploring wonders of nature. Episode topics include fishing, hang-gliding, horseback riding, kayaking, hiking, camping, water skiing, snow skiing and backpacking. The series also provides important information on wilderness survival skills and emplasizes safety outdorrs and well as environmental awareness and responsible use of our natural resources. The program shows real life in-the-field experiences of professional and ordinary people experiencing the outdoors, as well as exhibiting good social responsibility and promoting strong personal and community values.

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

Digital Core Program (18 of 18)	**Response**
Program Title	Young America Outdoors
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11:30 a.m.
Total times aired at regularly scheduled time	4
Total times aired	
Number of Preemptions for other than Breaking News	0
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.	Young America Outdoors introduces young viewers to a wide variety of outdoor activities, explaining the benefits of keeping fit while exploring wonders of nature. Episode topics include fishing, hang-gliding, horseback riding, kayaking, hiking, camping, water skiing, snow skiing and backpacking. The series also provides important information on wilderness survival skills and emplasizes safety outdorrs and well as environmental awareness and responsible use of our natural resources. The program shows real life in-the-field experiences of professional and ordinary people experiencing the outdoors, as well as exhibiting good social responsibility and promoting strong personal and community values.

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	Lynn Drivas
Address	3217 County Road G
City	Rhinelander
State	WI
Zip	54501
Telephone Number	(715) 365-8812
Email Address	ldrivas@wjfw.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.	

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TURBO DOGS IS 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 COMPLETE 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 ACTIONA AND HUMOR. THE TAGS AT THE END OF EACH EPISODE REITERATE AND ESTABLISH THE EDUCATIONAL MESSAGE LEARNED BY THE DOGS.

Other Matters (2 of 12)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9:30 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SHELLDON IS AN ANIMATED SERIES ABOUT A SCHOOL-AGED YKA SHELL MOLLUSK NAMES 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, LEANING HOW TO BE ALTRUISTIC, OR PROTECTING THEIR EVIRONMENT 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 12)	**Response**
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Magic School Bus is based on a series of children's books about science. The show features the ingenious Ms. Frizle, 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 7 to 9 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 12)	**Response**
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 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, BABAR 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 RESPONSIBLITY, 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 12)	**Response**
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	WILLA'S WILD LIFE, BASED ON THE BOOK AN OCTOPUS FOLLOWED ME HOME, BY DAN YACCARINO, IS AN ANIMATED SERIES CENTERED ON A SIX-YEAR-OLD GIRL AND MENAGERIE OF SNIMALS. 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 I8N 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 FRIENDHIPS, 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 12)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturday / 11:30 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	PEARLIE IS 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. AIRMED FOR AN AUDIENCE WITH THE 4- 8 YEAR OLD RANGE, PEARLIE FOCUSES ON THE IMPORTANCE OF FOLLOWING THE RULES, USING GOOD JUDGEMENT AND LEARNING HOW TO AVOID GETTING INTO TROUBLE. SINCE PEARLIE WAS APPOINTED BY FAIRY HEAD QUARTERS 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. PEARLIES'S NEMESIS AND COUSING, 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 12)	Response
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9:30 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Critter Gitters is FCC friendly programming with a tv-g rating. Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulting creativity, promoting team work, and showcasing moral dilemmas and social values. A search and resue, animal adventure-themed series with an entertaining twist of investigative an detective super sleuthing by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulting story lines combined with compelling situations along with kids natural curiosity and a love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West...just about everywhere in the USA.

Other Matters (8 of 12)	**Response**
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.

Other Matters (9 of 12)	**Response**
Program Title	Curiosity Quest Goes Green
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 9 a.m.
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Curiosity Quest Goes Green is a weekly half-hour television series that allows children to explore the world of green living. The series educates and informs youngsters about recycling, saving energy and protecting the environment. Each episode highlights a different aspect of environmental challenges and possible solutions. The weekly series also promotes childrens writing and creative skills.

Other Matters (10 of 12)	**Response**
Program Title	Heads Up
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 10:30 a.m.
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.	Heads Up is a series a bout astronomy and astronautics that takes young viewers beyond the basics of the big dipper and the moon, introducing them to the magical content and practical context of the night sky. In eaach episode, series takes kids on an entertaining and informative tour of the heavens through several featured segments, including a survey of all the planets and moons in our solar system.

Other Matters (11 of 12)	**Response**
Program Title	Young America Outdoors
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11 a.m.
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.	Young America Outdoors introduces young viewers to a wide variety of outdoor activities, explaining the benefits of keeping fit while exploring wonders of nature. Episode topics include fishing, hang-gliding, horseback riding, kayaking, hiking, camping, water skiing, snow skiing and backpacking. The series also provides important information on wilderness survival skills and emplasizes safety outdorrs and well as environmental awareness and responsible use of our natural resources. The program shows real life in-the-field experiences of professional and ordinary people experiencing the outdoors, as well as exhibiting good social responsibility and promoting strong personal and community values.

Other Matters (12 of 12)	Response
Program Title	Young America Outdoors
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays / 11:30 a.m.
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.	Young America Outdoors introduces young viewers to a wide variety of outdoor activities, explaining the benefits of keeping fit while exploring wonders of nature. Episode topics include fishing, hang-gliding, horseback riding, kayaking, hiking, camping, water skiing, snow skiing and backpacking. The series also provides important information on wilderness survival skills and emplasizes safety outdorrs and well as environmental awareness and responsible use of our natural resources. The program shows real life in-the-field experiences of professional and ordinary people experiencing the outdoors, as well as exhibiting good social responsibility and promoting strong personal and community values.

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.	**Northland Television**

Attachments

No Attachments.