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: **0003769973** | File Number: **CPR-119538** | Submit Date: **04/08/2011** | Call Sign: **WKBT-DT** | Facility ID: **74424** | City: **LA CROSSE** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/08/2011** | Filing Status: **Active**

Report reflects information for : First 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	CBS
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.wkbt.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	168.0
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:	5.0
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(19)

Digital Core Program (1 of 19)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's at 9:00 AM on WKBT-DT
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 19)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 9:30 am on WKBT-DT
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 19)	Response

Program Title	SABRINA'S SECRET LIFE
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 10:00 am on WKBT-DT
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 19)	**Response**
Program Title	SABRINA: THE ANIMATED SERIES
Origination	Network

Days/Times Program Regularly Scheduled	Saturday's @ 10:30 am on WKBT-DT
Total times aired at regularly scheduled time	5
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 19)	**Response**
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 8:00 am on WKBT-DT

Total times aired at regularly scheduled time	5
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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (6 of 19)	**Response**
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 8:30 am on WKBT-DT

Total times aired at regularly scheduled time	5
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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 19)	**Response**
Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 10:30 am on WKBT-DT

Total times aired at regularly scheduled time	7
Total times aired	8
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
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	TROLLZ
List date and time rescheduled	Sunday, 03/30/2011 @ 10:00 am on WKBT-DT
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	

Episode #	Saturday, 03/12/2011 on WKBT-DT
Reason for Preemption	Sports

Digital Core Program (8 of 19)	**Response**
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 8:00 am on WKBT-DT
Total times aired at regularly scheduled time	8
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 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 19)	Response
Program Title	HORSELAND - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 8:30 am on WKBT-DT
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 19)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 9:00 am on WKBT-DT
Total times aired at regularly scheduled time	8
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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 19)	Response

Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's 2 9:30 am on WKBT-DT
Total times aired at regularly scheduled time	8
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 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 19)	**Response**
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW

Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 10:00 am on WKBT-DT
Total times aired at regularly scheduled time	8
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (13 of 19)	**Response**
Program Title	JACK HANNA'S ANIMAL ADVENTURES - STRIP
Origination	Syndicated

Days/Times Program Regularly Scheduled	Monday - Friday's @ 12:00 pm on WKBT-DT2
Total times aired at regularly scheduled time	66
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.	Live action featuring Jack Hanna and numerous and varied animals. He gives excellent information about the animals featured. The series is designed to educate and inform children 13-16 years of age. Each episode is designed to reveal to children the world around them in ways that presents positive role models and pro-social values within the enviromentally responsible univerise. This program is specifically designed to further the educationals and informational needs of children, has educating and informing children as a significiant purpose, and otherwise meets the definition of Core Programming as specified in the commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 19)	**Response**
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 10:00 am on WKBT-DT2
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.	Live action featuring Jack Hanna and numerous and varied animals. He gives excellent information about the animals featured. The series is designed to educate and inform children 13-16 years of age. Each episode is designed to reveal to children the world around them in ways that presents positive role models and pro-social values within the enviromentally responsible univerise. This program is specifically designed to further the educationals and informational needs of children, has educating and informing children as a significiant purpose, and otherwise meets the definition of Core Programming as specified in the commission's rules.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (15 of 19)	**Response**
Program Title	AMINAL EXPLORATIONS WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 10:30 am on WKBT-DT2
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.	In each episode, Jarod Miller, goes to the nearest and farthest corners of the world as he explores the land, the air, and the sea with intrepid curiosity. He has the experience and credentials to introduce children to places and people and things they may have never seen before, It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. This half hour live action television program is designed to meet the educational and informational needs of children.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (16 of 19)	**Response**
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 11:00 am on WKBT-DT2
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.	In every episode, Wild America, entertains, amuses, informs and educates viewers about how wild creatures including man are inter-connected. Wild America propels the viewers into the lives of wild creatures through the animals' own eye-view...focusing on the reality of life in the wild, including mating, birth, predation and death.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (17 of 19)	**Response**
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 11:30 am on WKBT-DT2
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.	Shot exclusively in High Definition, this entertaining and educational half-hour wildlife program introduces young viewers to every kind of animal imaginable, from the familiar to the astounding, including apes and giant lizards, sharks and tigers, and all other animals from the Americas, Africa, Asia, Australia, and everywhere in between.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (18 of 19)	**Response**
Program Title	LAURA MCKENZEE'S TRAVELER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 12:00 pm on WKBT-DT2
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.	Laura takes her young adventures on a wonderful travel trip and guides them through unusual places and sights.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (19 of 19)	**Response**
Program Title	CAREER DAY
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 12:30 pm
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 program investigates various careers and gives young people the opportunity to see and experience exactly what people do in their jobs.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (5)

Non-Core Educational and Informational Programming (1 of 5)	Response
Program Title	CONNECT WITH KIDS: JUST ONCE
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday, 01/15/2011 @ 11:00 PM on WKBT-DT and Thursday, 01/20/2011 @ 9:30 pm on WKBT-DT2
Total times aired at regularly scheduled time:	2
Number of Preemptions	-1
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 program was about the dangers of methamphetamine. It showed the devastating health risks and behavioral dangers, and what some people are doing to fight back.
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?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (2 of 5)	Response
Program Title	CONNECT WITH KIDS: MIRROR, MIRROR
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday, 02/19/2011 @ 10:35pm on WKBT-DT and Thursday, 02/17/2011 at 9;30 pm on WKBT-DT2
Total times aired at regularly scheduled time:	2
Number of Preemptions	-1
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 program dealt with the distorted view of beauty and doby-image. It examined the seriousness of this topic, as well as how it starts, where it leads and why girls seem to be more affected than boys.
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?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (3 of 5)	Response
Program Title	CONNECT WITH KIDS: POWER OF EXPECTATIONS
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Saturday, 03/19/2011 at 10:35 pm on WKBT-DT and Thursday, 03 /17/2011 at 9:30 pm on WKBT-DT2
Total times aired at regularly scheduled time:	2
Number of Preemptions	-1
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 program deals with the research that expectations set by parents have a teemendous influence on children - in sports, the classroom and in life. Grades were higher among students raised in homes where academic expectations were high.
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?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (4 of 5)	Response
Program Title	CONNECT WITH KIDS VIGNETTES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Monday - Friday 5:30 - 7:00 pm on WKBT-DT
Total times aired at regularly scheduled time:	66
Number of Preemptions	-1
Length of Program	1 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.	Connect With Kids Network researches and produces news vignettes about the latest adolescent trends and issues.
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?	No

Date and Time Aired:

Questions	Response
Date Time	

Non-Core Educational and Informational Programming (5 of 5)	Response
Program Title	CONNECT WITH KIDS VIGNETTES
Origination	Syndicated
Days/Times Program Regularly Scheduled:	Every Tuesday, Wednesday and Thursday on the 5:00 pm Newscast on WKBT-DT and on the 9:00 pm rebroadc
Total times aired at regularly scheduled time:	76
Number of Preemptions	-1
Length of Program	1 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.	Connect With Kids Network researches and produces news vignettes about the latest adolescent trends and issues.
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?	No

Date and Time Aired:

Questions	Response
Date Time	

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	Maria L. Roswall
Address	141 South 6th Street
City	La Crosse
State	WI
Zip	54601
Telephone Number	608-782-4678
Email Address	mroswall@wkbt.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 March 12, 2011 TROLLZ was preempted due to the NCAA basketball tournament. It was made good on Sunday, March 20,2011 at 10:00 am.

Other Matters (13)

Other Matters (1 of 13)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 9:00 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (2 of 13)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 9:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (3 of 13)	**Response**
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 10:00 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (4 of 13)	**Response**
Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 10:30 am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (5 of 13)	**Response**
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 8:00 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (6 of 13)	Response
Program Title	HORSELAND - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's @ 8:30 am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Other Matters (7 of 13)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES - STRIP
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday - Friday at 12:00 pm on WKBT-DT2
Total times aired at regularly scheduled time	65
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.	Live action featuring Jack Hanna and numerous and varied animals. He gives excellent information about the animals featured. The series is designed to educate and inform children 13-16 years of age. Each episode is designed to reveal to children the world around them in ways that presents positive role models and pro-social values within the enviromentally responsible univerise. This program is specifically designed to further the educationals and informational needs of children, has educating and informing children as a significiant purpose, and otherwise meets the definition of Core Programming as specified in the commission's rules.

Other Matters (8 of 13)	**Response**
Program Title	JACK HANNA'S ANIMAL ADVENTURES
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 10:00 am on WKBT-DT2
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.	Live action featuring Jack Hanna and numerous and varied animals. He gives excellent information about the animals featured. The series is designed to educate and inform children 13-16 years of age. Each episode is designed to reveal to children the world around them in ways that presents positive role models and pro-social values within the enviromentally responsible univerise. This program is specifically designed to further the educationals and informational needs of children, has educating and informing children as a significiant purpose, and otherwise meets the definition of Core Programming as specified in the commission's rules.

Other Matters (9 of 13)	**Response**
Program Title	EXPLORATION WITH JAROD MILLER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 10:30 am on WKBT-DT2
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.	In each episode, Jarod Miller, goes to the nearest and farthest corners of the world as he explores the land, the air, and the sea with intrepid curiosity. He has the experience and credentials to introduce children to places and people and things they may have never seen before, It is the mission of this program to inspire viewers, children and adults alike, to preserve the innate human instinct to explore. This half hour live action television program is designed to meet the educational and informational needs of children.

Other Matters (10 of 13)	**Response**
Program Title	WILD AMERICA
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 11:00 am on WKBT-DT2
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.	In every episode, Wild America, entertains, amuses, informs and educates viewers about how wild creatures including man are inter-connected. Wild America propels the viewers into the lives of wild creatures through the animals' own eye-view...focusing on the reality of life in the wild, including mating, birth, predation and death.

Other Matters (11 of 13)	**Response**
Program Title	ANIMAL ATLAS
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 11:30 AM on WKBT-DT2
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.	Shot exclusively in High Definition, this entertaining and educational half-hour wildlife program introduces young viewers to every kind of animal imaginable, from the familiar to the astounding, including apes and giant lizards, sharks and tigers, and all other animals from the Americas, Africa, Asia, Australia, and everywhere in between.

Other Matters (12 of 13)	**Response**
Program Title	LAURA MCKENZEE'S TRAVELER
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 12:00 pm on WKBT-DT2
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.	Laura takes her young adventures on a wonderful travel trip and guides them through unusual places and sights.

Other Matters (13 of 13)	**Response**
Program Title	CAREER DAY
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday's @ 12:30 pm on WKBT-DT2
Total times aired at regularly scheduled time	30
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 program investigates various careers and gives young people the opportunity to see and experience exactly what people do in their jobs.

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.	**QueenB Television, LLC**

Attachments

No Attachments.