



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-133690** | Submit Date: **10/03/2012** | Call Sign: **WSAW-TV** | Facility ID: **6867** |

City: **WAUSAU** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

10/03/2012 | Filing Status: **Active**

Report reflects information for : Third Quarter of 2012

General Information

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

Applicant
Information

Applicant Name, Type, and Contact Information

| Applicant | Address | Phone | Email | Applicant Type |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

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 | Wausau-Rhinelanders |
| | Web Home Page Address | www.wsaw.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 | 4.0 |
| 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 | 4.0 |
| 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: | 4.0 |
| 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 | DOODLEBOPS - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 8-8:30 a.m. Channel 7.1 |
| 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 | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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 18) | Response |
|--|---|
| Program Title | DOODLEBOPS - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 8:30-9 a.m. Channel 7.1 |
| 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 | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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 18) | Response |
|--------------------------------|----------|
|--------------------------------|----------|

| | |
|--|---|
| Program Title | BUSYTOWN MYSTERIES - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 9-9:30 a.m. Channel 7.1 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 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 Preemption Programs #1

| Questions | Response |
|--------------------------------|------------------------|
| Title of Program | BUSYTOWN MYSTERIES - I |
| List date and time rescheduled | 8/19/2012 10:30 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 | 2012-09-01 |
| Episode # | 9/1/2012 / 7612R |
| Reason for Preemption | Sports |

| Digital Core Program (4 of 18) | Response |
|--|---|
| Program Title | BUSYTOWN MYSTERIES - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 9:30-10 a.m. Channel 7.1 |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 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 Preemption Programs #1

| Questions | Response |
|--|-------------------------|
| Title of Program | BUSYTOWN MYSTERIES - II |
| List date and time rescheduled | 8/19/2012 11 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 | 2012-09-01 |
| Episode # | 9/1/2012 9612R |
| Reason for Preemption | Sports |

| Digital Core Program (5 of 18) | Response |
|--|---------------------------------------|
| Program Title | DANGER RANGERS |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 10:00-10:30 a.m. Channel 7.1 |
| Total times aired at regularly scheduled time | 10 |
| Total times aired | 11 |
| 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 | 4 years to 8 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Danger Rangers is an animated series focusing on rules for safety in various situations and providing children with clear cut safety information. The program features animal superheroes that work as a safety squad to protect children. They reinforce concepts of teamwork and preparedness, and model for children the acquisition of important health and safety information. The episodes are structured to present potential safety concerns, such as the need to take proper safety precautions when swimming, and use a song to introduce the relevant steps that should be taken. 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 | DANGER RANGERS |
| List date and time rescheduled | 8/26/2012 10:30 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 | 2012-09-01 |
| Episode # | 9/1/2012 1712R |
| Reason for Preemption | Sports |

| Digital Core Program (6 of 18) | Response |
|---|---------------------------------------|
| Program Title | HORSELAND |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 10:30-11:00 a.m. Channel 7.1 |
| Total times aired at regularly scheduled time | 10 |
| Total times aired | 11 |

| | |
|--|---|
| 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 | 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 Preemption Programs #1

| Questions | Response |
|--|----------------|
| Title of Program | HORSELAND |
| List date and time rescheduled | 9/15/2012 |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | 2012-09-01 |
| Episode # | 9/1/2012 1938R |
| Reason for Preemption | Sports |

| Digital Core Program (7 of 18) | Response |
|--------------------------------|------------------|
| Program Title | LIBERTY'S KIDS I |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Saturday 10:00-10:30 a.m. Channel 7.1 |
| Total times aired at regularly scheduled time | 2 |
| 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. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. 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 (8 of 18) | Response |
|--------------------------------------|-------------------|
| Program Title | LIBERTY'S KIDS II |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Saturday 10:30-11:00 a.m. Channel 7.1 |
| Total times aired at regularly scheduled time | 2 |
| 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. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. 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 18) | | Response |
|--|--|---------------------------------------|
| Program Title | | Mad About |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Saturday 11:00-11:30 a.m. Channel 7.1 |

| | |
|--|---|
| 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 | 0 |
| 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. | Mad About provides CORE programming in the area of Financial, Literacy, Nutrition, Earth Science, Ecology, Life Skills, and Fitness that tie to state and national education standards. Mad About explores being green and understanding how our actions impact the world. Mad About uses techniques to inspire teens to make quality life decisions. |
| 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 | Mad About |
| List date and time rescheduled | |
| Is the rescheduled date the second home? | |
| Were promotional efforts made to notify the public of rescheduled date and time? | |
| Date Preempted | 2012-09-08 |
| Episode # | 9/8/2012 214 |
| Reason for Preemption | Sports |

Digital Preemption Programs #2

| Questions | Response |
|--|--------------|
| Title of Program | Mad About |
| List date and time rescheduled | |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | No |
| Date Preempted | 2012-09-01 |
| Episode # | 9/1/2012 213 |
| Reason for Preemption | Sports |

| Digital Core Program (10 of 18) | Response |
|---------------------------------|---------------|
| Program Title | Into the Wild |

| | |
|--|---|
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 9:00-9:30 a.m. Channel 7.2 and 8:30-9:00 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. The show provides insight into the protection and conservation of some of the planet's most precious and endangered species. |
| 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 | Animal Atlas |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 9:30-10:00 a.m. Channel 7.2 and 10:00-10:30 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 2 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, others focus on a theme. Themes include habitats, locomotion, and babies. |
| 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 | Animal Atlas Classic |
| Origination | Syndicated |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Saturday 10:00 a.m. Channel and 8:00-8:30 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | 18 |
| 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 | 2 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Atlas Classic explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, others focus on a theme. Themes include habitats, locomotion, and babies. |
| 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 | | Animal Rescue |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Saturday 11:00-11:30 a.m. Channel 7.2 and 9:30-10:00 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | | 26 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | Animal Rescue showcase heroic stories of individuals helping animals around the world. The show hopes to inspire everyone to help animals in trouble. |
| 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 | | Sports Stars of Tomorrow |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Saturday 11:30-Noon Channel 7.2 and 10:30-11:00 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | | 26 |

| | |
|--|--|
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Sport Stars of Tomorrow is a nationally syndicated show about high school and college athletes. The goal of the show is to show athletes outside the field of sports. It will often show them doing other activities such as music and studying. |
| 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 | | The Real Winning Edge |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Saturday 12:00-12:30 p.m. Channel 7.2 and 9:00-9:30 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | | 26 |
| Total times aired | | |
| Number of Preemptions | | 0 |
| Number of Preemptions for other than Breaking News | | |
| Number of Preemptions Rescheduled | | |
| Length of Program | | 30 mins |
| Age of Target Child Audience | | 12 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | | The program features personal stories of outstanding young people. Each story is introduced by a famous sports person and presents kids with exceptional talent and athleticism. It also shows how they overcame personal issues. |
| 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 | | The American Athlete |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | Saturday 12:30-1:00 p.m. Channel 7.2 |
| Total times aired at regularly scheduled time | | 13 |
| Total times aired | | |

| | |
|--|--|
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The American Athlete is a weekly half hour show featuring one-on-one interviews with today's hottest and most recognizable athletes. |
| 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 | The Censables |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 9:00-9:30 a.m. Channel 7.2 |
| 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 | 6 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Censables is a kids program that teaches and promotes financial understanding. The show instructs kids about saving money and responsible spending. |
| 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 | Animal Exploration with Jarod Miller |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 10:30-11:00 a.m. channel 7.2 |
| 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. | Exploration with Jarod Miller brings people to the animals they might not otherwise experience-and sometimes brings the animals to the people in amusing and unexpected ways. |
| 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 | Chris Swope |
| Address | 1114 Grand Ave |
| City | Wausau |
| State | WI |
| Zip | 54403 |
| Telephone Number | 715-845-4211 |
| Email Address | chris.swope@wsaw.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 (15)

| Other Matters (1 of 15) | Response |
|--|---|
| Program Title | DOODLEBOPS - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 8:00-8:30 a.m. channel 7.1 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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 15) | Response |
|---|-------------------------------------|
| Program Title | DOODLEBOPS - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 8:30-9:00 a.m. channel 7.1 |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 6 years |

| | |
|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. 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 15) | Response |
|--|---|
| Program Title | BUSYTOWN MYSTERIES - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 9:00-9:30 a.m. channel 7.1 |
| 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 (4 of 15) | Response |
|--|--------------------------------------|
| Program Title | BUSYTOWN MYSTERIES - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 9:30-10:00 a.m. channel 7.1 |

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|--|---|
| 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 (5 of 15) | Response |
|--|--|
| Program Title | LIBERTY'S KIDS I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 10:00-10:30 a.m. channel 7.1 |
| 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. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. 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 15) | Response |
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| | |
|--|--|
| Program Title | LIBERTY'S KIDS II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturday 10:30-11:00 a.m. Channel 7.1 |
| 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. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. 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 15) | Response |
|--|---|
| Program Title | Mad About |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 11:00-11:30 a.m. Channel 7.1 |
| 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. | Mad About provides CORE programming in the area of Financial, Literacy, Nutrition, Earth Science, Ecology, Life Skills, and Fitness that tie to state and national education standards. Mad About explores being green and understanding how our actions impact the world. Mad About uses techniques to inspire teens to make quality life decisions. |

| Other Matters (8 of 15) | Response |
|---|-------------------------------------|
| Program Title | The Centsables |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 9:00-9:30 a.m. Channel 7.2 |
| Total times aired at regularly scheduled time | 13 |

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|--|---|
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Censables is a kids program that teaches and promotes financial understanding. The show instructs kids about saving money and responsible spending. |

| Other Matters (9 of 15) | Response |
|--|--|
| Program Title | Animal Atlas |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 9:30-10:00 a.m. Channel 7.2 and 8:30-9:00 a.m. Channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 2 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, others focus on a theme. Themes include habitats, locomotion, and babies. |

| Other Matters (10 of 15) | Response |
|--|---|
| Program Title | Into the Wild |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 10:00-10:30 a.m. channel 7.2 and 8:30-9:00 a.m. channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. The show provides insight into the protection and conservation of some of the planet's most precious and endangered species. |

| Other Matters (11 of 15) | Response |
|--|---|
| Program Title | Animal Exploration with Jarod Miller |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 10:30-11:00 a.m. channel 7.2 |
| 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. | Exploration with Jarod Miller brings people to the animals they might not otherwise experience-and sometimes brings the animals to the people in amusing and unexpected ways. |

| Other Matters (12 of 15) | Response |
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|--|---|
| Program Title | Animal Rescue |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 11:00-11:30 a.m. channel 7.2 and 9:30-10:00 a.m. channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Animal Rescue showcase heroic stories of individuals helping animals around the world. The show hopes to inspire everyone to help animals in trouble. |

| Other Matters (13 of 15) | Response |
|--|--|
| Program Title | Sports Stars of Tomorrow |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 11:30-Noon channel 7.2 and 10:30-11:00 a.m. channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Sport Stars of Tomorrow is a nationally syndicated show about high school and college athletes. The goal of the show is to show athletes outside the field of sports. It will often show them doing other activities such as music and studying. |

| Other Matters (14 of 15) | Response |
|--|---|
| Program Title | The Real Winning Edge |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 12:00-12:30 p.m. channel 7.2 and 9:00-9:30 a.m. channel 7.3 |
| Total times aired at regularly scheduled time | 26 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 12 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The program features personal stories of outstanding young people. Each story is introduced by a famous sports person and presents kids with exceptional talent and athleticism. It also shows how they overcame personal issues. |

| Other Matters (15 of 15) | Response |
|---|--------------------------------------|
| Program Title | The American Athlete |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Saturday 12:30-1:00 p.m. channel 7.2 |
| Total times aired at regularly scheduled time | 13 |

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|--|--|
| Length of Program | 30 mins |
| Age of Target Child Audience from | 13 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The American Athlete is a weekly half hour show featuring one-on-one interviews with today's hottest and most recognizable athletes. |

Certification

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

Attachments

No Attachments.