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Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-122033** | Submit Date: **07/08/2011** | 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:

07/08/2011 | Filing Status: **Active**

Report reflects information for : **Second 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
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Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	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(15)

Digital Core Program (1 of 15)	Response
Program Title	BUSYTOWN MYSTERIES - 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
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 (2 of 15)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 8:30-9:00a.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 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 (3 of 15)	Response
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Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:00 to 9:30 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 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 (4 of 15)	Response
Program Title	TROLLZ

Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 9:30 to 10:00 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	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 Core Program (5 of 15)	Response
Program Title	HORSELAND - I
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 10:00 to 10:30 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	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 (6 of 15)	Response
Program Title	HORSELAND - II
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays 10:30 to 11:00a.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	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 (7 of 15)	Response
Program Title	Mad About
Origination	Syndicated

Days/Times Program Regularly Scheduled	Saturdays 11:00 to 11:30 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	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, Health, 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. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. Mad About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 15)	
	Response
Program Title	Into the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00 to 9:30 a.m. Channel 7.2 and Saturdays 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. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed. It takes you on a raucous ride leaving you with a renewed appreciation for all creatures great and small.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 15)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30-11:00 a.m. Channel 7.1 and Saturday 8:00-8:30a.m. Channel 7.2
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 that world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes including habitats, antics locomotion and animal babies.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (10 of 15)	Response
Program Title	Animal Atlas Classics
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30 to 11:00 a.m. Channel 7.2 and Saturday 8:00-8:30 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 Classics explores that world of wildlife in a blend of ecucation and entertainment. Some episodes focus soley on one animal, sheras others are organized in themes including habitats, antics locomotion and animal babies.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 15)	Response
Program Title	Animal Exploration
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 10:30 to 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	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves running with the bulls or flying with the eagles. From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Jarod's unique perspective on creatures large and small is seen in episodes such as Need fo Speed in which viewers learn about the the fast paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking resemblance tto the velociraptor. In other episodes, Animal Exploration will explore Camo, Anno and other Amazing skills about the fantastic adaptations various species have made to enhance their chances of survival, while Family ties reveals the strangely human habits many animals share with us. Other upcoming shows include Creepty Critters about ananimals whose streange and spooky characteristics help them survive, as well as Animals in the Extreme which features animals that thrive in unbelievable conditions. Each week's show features a "Did You Know?" segment, that enabling vieweres to take away something from the show that they can use in their own backyards. Come along with Jarod to the nearest and farthest corners of the globe as well as to you local zoo, as he explores the human/animal interaction in the face of an ever-changing world.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 15)		Response
Program Title		Animal Rescue
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday 11:00 to 11:30 a.m. and Saturday 9:30-10:00 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 showcases heroic stories of dedicated individuals helping animals around the world. We welcome viewers to share their stories and video of amazing animal rescues or information about animal rescue sanctuaries. We are not an animal rescue service but rather a television show that presents stories of rescued animals in order 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 (13 of 15)	Response
Program Title	Sports Stars of Tomorrow
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:30 to 12:00pm. Channel 7.1 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.	Sports Stars of Tomorrow abbreviated SST is a United States nationally syndicated sports television show about high school and college athletes. The show which is hosted by legendary broadcaster Pat Summerall takes its viewers across the country in search of the brightest young stars in sports. Sports Stars of Tomorrow is the only high school sports program in national syndication. The sole only counterpart of SST is called Future Phenoms. The show began in 2005 and provides in depth feature stories about the top prep athletes in the United States. The goal of the program is to get an off the field look at the athletes so they are frequently shown doing things like playing golf, strumming guitars and studying. It is produced by GameDay Productions a private television production company based in Fort Worth, Texas.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 15)	Response
Program Title	Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00 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	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The episodes of the show are geared toward teenagers. Each half hour program includes three segments, with each segment featuring the personal story of an outstanding young person. Introducing the stories is an all star team of high profile, professional athletes and celebrities, including Jeff Gordon, singer Matina McBride, Albert Pujols, Matt Hasselbeck, Gail Devers, and top names form the world of Extreme Sports such as Tucker Hibbert, Kevin Windham, and Shaun Murray. According to the show's production notes, the show is more than a showcase for kids with exceptional talent and athleticism. Its also about teenages who have buyilt character through their struggles with cancer or death of a loved one. Its about kids who came face to face with drug abuse and peer pressure without losing their focus on their goal.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (15 of 15)	Response
Program Title	In the Zone
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:30 to 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.	Earvin Magin Johnson retired Los Angeles Lakers point guard along with his friends Karim Abdul Jabbar, Carmelo Anthony, Kenny the Jet Smith, Jimmy commors, Mike Schmidt and many more teach kids of all ages the improtance of condtitioning, exercising, nutrition and education, both on and off the court. The show will feature all sports not just basketball. In the Zone presents shows kids that with dedication and right attitude, they have ability to make a difference.
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	Jane Ploeger
Address	1114 Grand Ave
City	w
State	WI
Zip	54403
Telephone Number	715-845-4211
Email Address	jploeger@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	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 8:00 to 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 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 15)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 8:30 to 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 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.
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Other Matters (3 of 15)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:00 to 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 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 15)	Response
Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9:30 to 10:00 a.m. Channel 7.1

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	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 15)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:00 to 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.	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 15)	Response
Program Title	HORSELAND - II
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10:30 to 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.	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 15)	Response
Program Title	Mad About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00 to 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, Health, 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. The Mad About team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. Mad About uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the Mad About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
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Other Matters (8 of 15)	Response
Program Title	In to the Wild
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 9:00 to 9:30 a.m. Channel 7.2 and Saturdays 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. More that just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed. It takes you on a raucous ride leaving you with a renewed appreciation for all creatures great and small.

Other Matters (9 of 15)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30 to 11:00 a.m. Channel 7.2 and Saturday 8:00-8:30 a.m. Channel 7.3
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	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 that world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes including habitats, antics locomotion and animal babies.

Other Matters (10 of 15)	Response
Program Title	Animal Atlas Classics
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays 10:30 to 11:00 a.m. Channel 7.2 and Saturday 8:00-8:30 a.m. Channel 7.3

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	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 Classics explores that world of wildlife in a blend of ecucation and entertainment. Some episodes focus soley on one animal, sheras others are organized in themes including habitats, antics locomotion and animal babies.

Other Matters (11 of 15)	Response
Program Title	Animal Exploration
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	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ever wanted your own personal tour guide to the world of animals? Dream of dancing with wolves running with the bulls or flying with the eagles. From cheetahs to chimpanzees, from snakes to snails, from baboons to bears, Animal exploration with Jarod Miller brings viewers up close and personal with the most fascinating members of the animal kingdom. Exciting, surprising, and fun Animal Exploration entertains, informs and inspires viewers as Jarod interacts with creatures in unexpected ways. Jarod's unique perspective on creatures large and small is seen in episodes such as Need fo Speed in which viewers learn about the the fast paced lives of the animals one might expect, like cheetahs, but also about the world's fastest butterfly, the fastest striking snake, and a bird that bears a striking resemblance tto the velociraptor. In other episodes, Animal Exploration will explore Camo, Anno and other Amazing skills about the fantastic adaptations various species have made to enhance their chances of survival, while Family ties reveals the strangely human habits many animals share with us. Other upcoming shows include Creepty Critters about ananimals whose streange and spooky characteristics help them survive, as well as Animals in the Extreme which features animals that thrive in unbelievable conditions. Each week's show features a "Did You Know?" segment, that enabling vieweres to take away something from the show that they can use in their own backyards. Come along with Jarod to the nearest and farthest corners of the globe as well as to you local zoo, as he explores the human/animal interaction in the face of an ever-changing world.

Other Matters (12 of 15)	Response
Program Title	Animal Rescue
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 11:00-11:30 a.m. and Saturday 9:30-10:00 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 showcases heroic stories of dedicated individuals helping animals around the world. We welcome viewers to share their stories and video of amazing animal rescues or information about animal rescue sanctuaries. We are not an animal rescue service but rather a television show that presents stories of rescued animals in order 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 to 12:00pm. Channel 7.1 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.	Sports Stars of Tomorrow abbreviated SST is a United States nationally syndicated sports television show about high school and college athletes. The show which is hosted by legendary broadcaster Pat Summerall takes its viewers across the country in search of the brightest young stars in sports. Sports Stars of Tomorrow is the only high school sports program in national syndication. The sole only counterpart of SST is called Future Phenoms. The show began in 2005 and provides in depth feature stories about the top prep athletes in the United States. The goal of the program is to get an off the field look at the athletes so they are frequently shown doing things like playing golf, strumming guitars and studying. It is produced by GameDay Productions a private television production company based in Fort Worth, Texas.

Other Matters (14 of 15)	Response
Program Title	Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday 12:00 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 episodes of the show are geared toward teenagers. Each half hour program includes three segments, with each segment featuring the personal story of an outstanding young person. Introducing the stories is an all star team of high profile, professional athletes and celebrities, including Jeff Gordon, singer Matina McBride, Albert Pujols, Matt Hasselbeck, Gail Devers, and top names form the world of Extreme Sports such as Tucker Hibbert, Kevin Windham, and Shaun Murray. According to the show's production notes, the show is more than a showcase for kids with exceptional talent and athleticism. Its also about teenages who have buyilt character through their struggles with cancer or death of a loved one. Its about kids who came face to face with drug abuse and peer pressure without losing their focus on their goal.

Other Matters (15 of 15)	Response
Program Title	In the Zone
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
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.	Earvin Magin Johnson retired Los Angeles Lakers point guard along with his friends Karim Abdul Jabbar, Carmelo Anthony, Kenny the Jet Smith, Jimmy commors, Mike Schmidt and many more teach kids of all ages the improtance of condtitioning, exercising, nutrition and education, both on and off the court. The show will feature all sports not just basketball. In the Zone presents shows kids that with dedication and right attitude, they have ability to make a difference.

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.