



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030885057** File Number: **CPR-137786** Submit Date: **01/09/2013** Call Sign: **WXOW** Facility ID: **64549** City

LA CROSSE State: WI

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

01/09/2013 Filing Status: Active

Report reflects information for : Fourth Quarter of 2012

General
Information

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

Applicant Information

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type	
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Contact Representatives (0) Contact Name Address Phone Email Contact Type

Children's Television Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	ABC, CW, ThisTV
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.wxow.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	336.0
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:	7.0
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	Jack Hanna's Wild Countdown E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
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.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights his favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different top ten each week in a variety of categories. What are the top ten fastest animals in Africa, tallest insects, biggest eaters, smartest birdsJack will answer all of these questions and more. As Jack reveals the categories, he gives further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.
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	Ocean Mysteries with Jeff Corwin E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:30-9:00 AM CT
Total times aired at regularly scheduled time	13
Total times aired	12
Number of Preemptions	0
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.	The half hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the family dynamics of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.
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	Born to Explore E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT

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.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and man-made treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.
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	Sea Rescue E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT

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 half hour weekly series, Sea Rescue, features the rescue, rehabilitation and in many instances release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.
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	Recipe Rehab E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
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 this weekly half-hour competition-style series developed and produced to educate and inform viewers ages 13-16, it is chef against chef in a recipe makeover challenge. Viewers will submit their favorite, decadent, high-calorie, classic family recipes and two acclaimed chefs will face off in a heat to-head competition to give the recipes a low-calorie twist. The audience will learn the value of healthy, wholesome ingredients and how healthy food choices can have positive effects on our quality of life. Special guests will serve as judge and jury.
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	Food for Thought with Claire Thomas E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
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.	Young, enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers' eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly-half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life, and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time, sometimes from family, sometimes from friends, or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the inspired dish while promoting a healthy attitude towards food and life.
Does the Licensee identify the program by displaying throughout the program the symbol E //?	Yes

Digital Core Program (7 of 19)	Response
Program Title	Chat Room 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:00-12:30PM CT
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.	CHAT ROOM is a brand new half-hour weekly educational series designed to inform, educate, and entertain children 16 & under (specific target audience is 13-16) through reenacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. CHAT ROOM may not have all the answers but it offers a place where young people can watch and discuss the problems they face. CHAT ROOM provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. This program is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.
Does the Licensee identify the program by displaying throughout the program the symbol E //?	Yes

Digital Core Program (8 of 19)	Response
Program Title	On The Spot 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/12:30-1:00 PM CT
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.	On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E //?	Yes

Digital Core Program (9 of 19)	Response
Program Title	Animal Science 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:00-11:30 AM CT
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.	ANIMAL SCIENCE is a brand new half-hour weekly E/I animal series with a uniquely scientific approach This series is specifically produced for children 16 and under (target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high-definition, ANIMAL SCIENCE uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host's modern vocal style will be engaging to the target audience. This program will attract all age demographics.
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	Elizabeth Stantons Great Big World 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:30AM -12:00PM CT
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	Elizabeth Stanton's Great Big World provides dynamic core programming in the areas of particular concern
educational	to young teens ages 13-16; including global, social, educational, and wellness issues. Award-winning teen
and	hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of
informational	specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese
objective of	neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great
the program	Big World offers a dynamic television experience for teens combining the exciting, fun, and diverse
and how it	experiences of world exploration with the life-changing volunteer opportunities available in these same
meets the	areas. Various age-appropriate global issues are introduced to the viewing audience through in-depth and
definition of	thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In
Core	addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in
Programming.	selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.
Does the	Yes
Licensee	
identify the	
program by	
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throughout	
the program	
the symbol E	
/l?	

Digital Core Program (11 of 19)	Response
Program Title	Live Life & Win 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:00-12:30 PM CT
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.	Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to explore, discover, and learn strategies to achieve personal dreams; learn about the personal attributes important for achieving dreams; explore volunteerism as an opportunity to build character and to uncover personal passions; and gain knowledge about life skills necessary to Live Life and Win.
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	Made In Hollywood: Teen Edition 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:30PM-1:00PM CT
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	It is during the adolescent years that career exploration, planning, education, and decision-making begins.
educational	There is no question that a career in one of the multimedia industries is among the most popular career
and	choices of adolescents. Although many feel their calling is for a more obvious on-camera career in acting,
informational	there are also a number of behind the screen pursuits that make for fulfilling career choices. Made in
objective of	Hollywood: Teen Edition (MIH:TE) was created by Connection III Entertainment Corp. to provide career
the program	information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore
and how it	and learn about the technical, artistic, creative, business, and administrative careers that are a part of the
meets the	motion picture, television, music video, and home entertainment industries (Berry & O'Neal, 2006, p. 1). To
definition of	guide the production of MIH:TE, Berry (2006)developed a career and guidance model that offers a
Core	framework for the development of each episode.
Programming.	
Does the	Yes
Licensee	
identify the	
program by	
displaying	
throughout	
the program	
the symbol E	
/ ?	

Digital Core Program (13 of 19)	Response
Program Title	Green Screen Adventures 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT 18.3
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	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry and story theater. The stories are based on the writing of elementary school students, ages 7-13. Children get the message that their words have power, that their voices are being heard. Our diverse Green Screen company of performers and writers reinforce the four C's as well as the three R's Curiosity, Confidence, Citizenship, Compassion.
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	The Busy World of Richard Scarry 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.
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	Wimzie's House E/I 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT, 10:30-11:00AM CT
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.
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	Country Mouse, City Mouse 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's/11:00-11:30am CT
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	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.
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	Danger Rangers 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's/11:30am-12:00pm
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	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.
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	Doodlebops Rockin road Show 19.3
Origination	Network

Days/Times Program Regularly Scheduled	Sunday's/9:00am - 9:30am
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure!
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	Doodlebops 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sunday's/ 9:30-10:00am CT
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they har out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, boppin and learning with their upbeat energetic music and funny stories.
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	Deborah Simonis
Address	P.O. Box C-4019
City	La Crosse
State	WI
Zip	54601
Telephone Number	507-895-9969
Email Address	dsimonis@wxow.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 nonbroadcast 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.

CHILDRENS REPORT FOR 4TH QUARTER OCTOBER 1 thru DECEMBER 31, 2012 WXOW EVENTS (INVOLVING KIDS) THE Y EVENING OF INSPIRATION DINNER TUESDAY, OCT. 23RD AIR DATES: 9 /10-9/23 & 10/1- 10/14 & THANK YOU 11/1-12/1 MESSAGE: News 19s Dave Solie encouraged viewers to attend this years Evening of Inspiration Dinner hosted by The Y. Each year The Y invites a nationally known speaker to visit our community to provide an inspirational message. News 19s Dave Solie also emcees the event. Proceeds raised at this event benefit The Ys Strong Kids Campaign. HALLOWEEN BOWALTHON COULEE REGION HUMANE SOCIETY OCT. 27th AIR DATES: 10/1 thru 10/26 Message: Join Your Hometown team for a night of bowling and help support the Coulee Region Humane Society. It is an event for friends, family and co-workers. Participants were able to dress up in costumes and enjoy a variety of activities including bowling. News 19s Alex Kirchner promoted this years event. The Humane society raised more than \$4,000 this year. HOUSE OF SHADOWS SPARTA BOYS AND GIRLS CLUB -WEEKENDS IN OCT. AIR DATES: 10/1 thru 10/30 Message: Join Your Hometown team and help support the Sparta Boys and Girls Club while taking a trip through the House of Shadows. News 19s Amy DuPont and Lindsey Hayes promoted this years event. All proceeds raised at this event benefit the Boys & Girls Club of Sparta NEWS 19 WEATHER ACADEMY - THURSDAY, OCT. 11TH AIR DATES: Various MESSAGE: News 19 Meteorologists, Maddy Sky, Alex Kirchner and Dan Breeden made a stop at Hintgen Elementary School in La Crosse and gave students hands on lessons about the weather. LA CROSSE AREA SPORTS COMMISSION SPORTS CONNECTION BANQUET CALL FOR NOMINATIONS AIR DATES: 11/1 thru 11/19 MESSAGE: Nominate the best boys and girls high school and college athletes for the 2013 Greater La Crosse Sports Connection Banquet. Scott Emerich fronted the promo and emcees the event. The banquet recognizes and celebrates outstanding athletes in our local area. DANCING WITH THE LA CROSSE STARS, AMERICAN RED CROSS NOV. 26th AIR DATES: 11/5 thru 11/24 News 19s Kristen Barbaresi danced in this years contest, which is a fundraiser for the local American Red Cross. This year, the event raised a record amount \$112,000. Kristen promoted the event on air and through news mentions. She also held a fundraiser where she teamed up with a local restaurant and served customers. All of Kristens tips were donated to the Red Cross on her behalf. TINY TIM GALA, FESTIVAL OF TREES NOV. 16TH AIR DATES: 11/2 thru 11/16 News 19s Heather Armstrong fronted the promo encouraging viewers to attend this years festival of trees. Each year the Tiny Tim Gala donates the proceeds from the event to a new group of local charities. This year the event raised more than \$73,000 and donated the proceeds to St. Clare Health Mission, Boys and Girls Club of Greater La Crosse, YWCA Casa for Kids Program, Franciscan Healthcare Auxiliary and Bluff Country Family Resources. WXOW 19 HOLIDAY CONCERT-DEC. 3RD AIR DATES: 11/20- 12/2 & 12/10-12/23 Message: Join Your Hometown team for live holiday music that will get you in the spirit of the season. Every year WXOW 19 employees staff the event. WXOW 19 is represented throughout the entire program; Scott Hackworth and Amy DuPont promoted and emceed the event that aired two times on WXOW 19. The event is free of charge but viewers were asked to donate a non-perishable food item to the Hunger Task Force. This year more than 1200 pounds of food and 100 dollars were donated to the Hunger Task Force. The donations are distributed throughout the seven rivers region. YMCAs JINGLE BELL RUN-December 1ST AIR DATES: 11/16 thru 11/30 MESSAGE: News 19 promoted the event, inviting people to come to the YMCA to start their holiday season off right with the YMCAs Winter Running Series Jingle Bell Run and Rudolphs Dash for the Kids. JEFFERSON AWARDS, NOBLE PEACE PRIZE FOR VOLUNTEER

Other Matters (19)

Other Matters (1 of 19)	Response
Program Title	Jack Hanna's Wild Countdown E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/8:00-8:30 AM CT
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.	Wildlife expert and animal ambassador, Jack Hanna, brings the viewer face to face with the best of the beasts. In this weekly half-hour series that will engage viewers 13-16, as well as the whole family, Jack highlights His favorite animals and adventures from around the world. Presented in countdown style, Jack offers up a different top ten each week in a variety of categories. What are the top ten fastest animals in Africa, tallest insects, biggest eaters, smartest birdsJack will answer all of these questions and more. As Jack reveals the categories, he gives Further insights and interesting facts about the animals allowing viewers of all ages the opportunity to be entertained as well as learn more about the fascinating animal kingdom in Jack Hanna's Wild Countdown.

Other Matters (2 of 19)	Response
Program Title	Ocean Mysteries with Jeff Corwin E/I 19.1
Origination	Syndicated
Days/Times	Saturdays/8:30-9:00 AM CT
Program	
Regularly	
Scheduled	
Total times aired	13
at regularly	
scheduled time	
Length of	30 mins
Program	
Age of Target	13 years to 16 years
Child Audience	
from	

The half hour weekly series, Ocean Mysteries, offers a fresh approach to the quest for aquatic understanding by blending stories of fascinating sea creatures, comparisons to popular land animals, and analogies to human experience. Hosted by Jeff Corwin, Ocean Mysteries is produced for ages 13-16 and beyond by showing how animals share the same behaviors, challenges and triumphs that humans do. From exciting rescues of abandoned animals to unexpected conflicts in the family dynamics of the mingling species, viewers will get to know and care about these heroes, and all of the fascinating life teeming in our oceans.

Other Matters (3 of 19)	Response
Program Title	Born to Explore E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30 AM CT
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.	Developed and produced for 13-16 year olds, the world's cultures and its geographical wonders come alive as the youngest president in Explorers Club history, Richard Wiese, takes viewers on a globetrotting adventure. While developed for 13-16 year olds, Born to Explore is engaging for the whole family. In this weekly half-hour series, Richard uncovers amazing facts of nature and man-made treasures. In Born to Explore, Richard Wiese takes the role of the ultimate Social Studies teacher to a new level, bringing the viewing audience to the places and people of our world who form our cultures. Whether he climbs Mount Kilimanjaro, explores why people live a the base of an active volcano, or travels down the Nile River, viewers will travels the world without leaving their homes.

Other Matters (4 of 19)	Response
Program Title	Sea Rescue E/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00 AM CT
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	The half hour weekly series, Sea Rescue, features the rescue, rehabilitation and - in many instances release back into the wild of ocean wildlife. Produced for ages 13-16, Sea Rescue offers educational and entertaining television by demonstrating the welfare and medical benefits that rescue and rehabilitation programs provide animals. Viewers will also learn that there's a reciprocal benefit: rescued animals provide valuable insight into their biology and ecology. This information adds to the pool of knowledge necessary to conserve threatened and endangered species. Each week, Sea Rescue will leave its audience inspired by the real life stories of the featured animals and rescuers and with a fuller understanding of the rich array of sea life with which we share our planet.

Programming.

Other Matters (5 of 19)	Response
Program Title	Recipe Rehab/I 19.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:00-10:30 AM CT
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 this weekly half-hour competition-style series developed and produced to educate and inform viewers ages 13-16, it is chef against chef in a recipe makeover challenge. Viewers will submit their favorite, decadent, high-calorie, classic family recipes and two acclaimed chefs will face off in a head-to-head competition to give the recipes a low-calorie twist. The audience will learn the value of healthy, wholesome ingredients and how healthy food choices can have positive effects on our quality of life. Special guests will serve as judge and jury.

Other Matters (6 of 19)	Response
Program Title	Food for Thought with Claire Thomas E/I 19.1 1
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays/10:30-11:00 AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of	13 years to 16 years
Target Child	
Audience	
from	

Young,enthusiastic and passionate about food, Claire Thomas is the 22 year old host who opens viewers eyes to how everyday life can inspire culinary creations in Food for Thought. Each weekly-half hour, produced for ages 13-16, informs and educates teens about the power of food as a tool for exploring new places, meeting new people and learning about different cultures. Claire serves as a role model for 13-16 year old viewers by showing her passion for her family, life, and healthy living by sharing stories in the kitchen. Creative inspiration can come from any place at any time sometimes from family, sometimes from friends, or even from bloggers needing her help. No matter how exotic or local the location, she's always in search of new tastes and places to explore. Based on her unique perspective gathered throughout each episode, Claire will teach the audience how to prepare the inspired dish while promoting a healthy attitude towards food and life.

Other Matters (7 of 19)	Response
Program Title	Chat Room 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's 12:00-12:30PM CT
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.	CHAT ROOM is a brand new half-hour weekly educational series designed to inform, educate, and entertain children 16 & under (specific target audience is 13-16) through reenacting teen-oriented dilemmas and discussing them in an open and honest format. More than any other group, teens are on the front lines of dealing with complex subjects as they stand at the crossroads between childhood and adulthood. CHAT ROOM may not have all the answers but it offers a place where young people can watch and discuss the problems they face. CHAT ROOM provides a compelling look at real-life situations that happen to today's teens as dramatized by teen actors. Our adult host and teen panel then discuss the issues presented in a direct and forthright manner. This program is not intended to be preachy or pedantic. The goal is to present issues that are real and raw and discuss the pros and cons of each situation in a free flowing environment.

Other Matters (8 of 19)	Response
Program Title	On The Spot 19.2
Origination	Network

Days/Times Program	Saturday's/12:30-1:00PM CT
Regularly Scheduled	
Scrieduled	
Total times	13
aired at	
regularly	
scheduled	
time	
unic	
Length of	30 mins
Program	
Age of	13 years to 16 years
Target Child	
Audience	
from	

definition of

Programming.

Core

On the Spot was created by the award-winning producers of the long running Educational and Informational show, Animal Atlas, now in its seventh successful season of national syndication. Last year, the National Governors Association and Council of Chief State Officers released the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. The content of On the Spot, a 30-minute E/I program for teens ages 13+, is based on the Common Core State Standards. The show uses an entertaining on the street format to test how well young people know the information contained in their own national curriculum. Then, On the Spot explains the answer to each question. The pedagogical approach of testing first and explaining the answer second has been shown to enhance retention and understanding. On the Spot challenges viewers to recall middle and high school knowledge about history, science, math, English, second languages, health, geography, art, music, and technology, and then teaches them the answer.

Other Matters (9 of 19)	Response
Program Title	Animal Science 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/11:00 AM-11:30 AM CT
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	ANIMAL SCIENCE is a brand new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (target audience is 13-16). While most animal shows look at the behavior of animals, we go one step further to look at the how and why an animal is able to excel in its environment. Shot in high-definition, ANIMAL SCIENCE uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. Our enthusiastic host's modern vocal style will be engaging to the

target audience. This program will attract all age demographics.

Other Matters (10 of 19)	Response
Program Title	Elizabeth Stantons Great Big World 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/11:30AM-12:00PM CT
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.	Elizabeth Stanton's Great Big World provides dynamic core programming in the areas of particular concern to young teens ages 13-16; including global, social, educational, and wellness issues. Award-winning teen hostess Elizabeth Stanton and select celebrity friends travel around the world volunteering in areas of specific need ranging from feeding the hungry in the slums of Kenya to bringing hearing aids to Vietnamese neighborhoods whose citizens have experienced high rates of profound deafness and hearing loss. Great Big World offers a dynamic television experience for teens combining the exciting, fun, and diverse experiences of world exploration with the life-changing volunteer opportunities available in these same areas. Various age-appropriate global issues are introduced to the viewing audience through in-depth and thoughtful interviews with Elizabeth, her travel buddies, and the friends they meet along their journey. In addition, Elizabeth and friends personal hands on experiences in the field both inspire teens to engage in selfless, helping behaviors in addition to educating them on where and how to find volunteer opportunities.

Other	
Matters (11	
of 19)	Response
,	
Program Title	Live Life and Win 19.2
Origination	Network
Days/Times	Sundays/12:00 - 12:30PM CT
Program	
Regularly	
Scheduled	
Total times	13
aired at	
regularly	
scheduled	
time	
Length of	30 mins
Program	
Age of	7 years to 13 years
Target Child	
Audience	
from	
	

Early and middle adolescence is an exciting yet a challenging period in one's life. Adolescents across the demographic spectrum and from all walks of life grapple with a number of pivotal but normal developmental milestones, such as preparing for more independence and responsibility, and experiencing change in relationships with family and peers. With increased self reliance, young people make more of their own choices. And all the while, one cannot overlook that they grow in a dynamic, diverse, and complex world that offers both opportunities and social challenges. The goals of the series are to encourage the 13 to 16 year old audience to explore, discover, and learn strategies to achieve personal dreams; learn about the personal attributes important for achieving dreams; explore volunteerism as an opportunity to build character and to uncover personal passions; and gain knowledge about life skills necessary to Live Life and Win.

Other Matters (12 of 19)	Response
Program Title	Made In Hollywood: Teen Edition 19.2
Origination	Network
Days/Times Program Regularly Scheduled	Sundays/12:30-1:00PM CT
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.

It is during the adolescent years that career exploration, planning, education, and decision-making begins. There is no question that a career in one of the multimedia industries is among the most popular career choices of adolescents. Although many feel their calling is for a more obvious on-camera career in acting, there are also a number of behind the screen pursuits that make for fulfilling career choices. Made in Hollywood: Teen Edition was created by Connection III Entertainment Corp. to provide career information and advice from top Hollywood professionals to 13- to 16-year-old viewers so they can explore and learn about the technical, artistic, creative, business, and administrative careers that are a part of the motion picture, television, music video, and home entertainment industries (Berry & O'Neal, 2006, p. 1). To guide the production of MIH:TE, Berry (2006)developed a career and guidance model that offers a framework for the development of each episode.

Other Matters (13 of 19)	Response
Program Title	Green Screen Adventures 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:00-9:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins

Age of Target Child Audience from	7 years to 13 years
Describe the	Green Screen Adventures sparks enthusiasm for writing through age-appropriate sketch comedy,
educational and	original songs, puppetry and story theater. The stories are based on the writing of elementary
informational objective	school students, ages 7-13. Children get the message that their words have power, that their
of the program and	voices are being heard. Our diverse Green Screen company of performers and writers reinforce
how it meets the	the four C's as well as the three R's Curiosity, Confidence, Citizenship, Compassion.
definition of Core	
Programming.	

Other Matters (14 of 19)	Response
Program Title	Busy World of Richard Scarry E/I 19.3 .3
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays/9:30-10:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This fully animated series is based on the books by Richard Scarry which parents worldwide rely on to teach valuable lessons. Busytown is an enchanting place that's abuzz with energy and life. Young audiences love to sing and laugh along, as Huckle Cat and Lowly Worm make their way through the day. Always concerned for each other, the residents of Busytown make time for a song and a smile.

Other Matters (15 of 19)	Response
Program Title	Wimzies House 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's/10:00-10:30am, 10:30-11:00AM CT
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Come spend a 'day in the life' with the monsters at Wimzie's house and you'll never want to go home. It's the magical kind of daycare that leads to delightful adventures for the pre-school child. All of the characters are wild and wooly on the outside - but definitely human on the inside. After spending a half hour in this very special home away from home, no one will leave the world of Wimzie unchanged. It is the world where the real and the imaginary come together, where self esteem is the order of the day, where the emotions and the relationships of today's preschoolers, who are growing up to be ten in the year 2000, are on the top of the list of story material. Five year old Wimzie and her mother Graziella, an airline pilot, live in Yaya's house as does Rousso, Yaya's best friend - even if Yaya is at least one hundred years and fifty years old (and counting) and Russo is much more than a hundred years her younger. Graziella is more than ecstatic to have found a warm and comfortable home as well as a loving environment for her daughter, Wimzie, while she is off on her somewhat unorthodox work schedule flying around the world. It is within this setting that we meet Jonas, Archibald, Loulou, Horace, and Azuline as they work out the relationships that grow out of being together every day, of growing up just a little bit every day. They learn not only about themselves but also about the world outside the door: music, nature, art and fun are woven with a touch of humour throughout a storyline solidly crafted on socio-affective objectives. Music, songs, the art of discovery. Rhymes, magic, the sharing of secrets with friends. Storytime, word games, the acceptance of "your" way. This is what Wimzie brings into the viewers' home. A daycare full of little monsters - what could be more real? Conflict, difficulty, resolution, triumph. Laughter, tears, anger and joy. Wimzie is a world of enchantment.

Other Matters (16 of 19)	Response
Program Title	Country Mouse, City Mouse 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's/11:00-11:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	4 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The much-loved children's fable comes to television in a brand new way, full of mysteries, adventures and characters with a unique mouse perspective on the world. Come along with Emily, the practical Country Mouse, and her sophisticated City Mouse cousin, Alexander. These two affable travelers visit friends and family around the globe, stumbling across mastermind criminals, royalty, famous inventors, artists and an array of fellow adventurers. Each adventure is based on a real event that took place at the beginning of the 20th century.

Other Matters (17 of 19)	Response
Program Title	Danger Rangers 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's/11:30am-12:00PM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Danger Rangers teach the importance of safety and how to prevent accidents while still having fun.

Other Matters (18 of 19)	Response
Program Title	Doodlebops Rockin Road Show 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sunday's/9:00-9:30AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Together kids favorite rockin' band, The Doodlebops, and their fans explore the world of the Doodlenet on their magical tour bus. Deedee, Rooney, and Moe Doodle help their fans, and themselves, solve preschool relatable problems by journeying to fun, new destinations. Want to visit a gigantic water park for a day to conquer your fear of swimming? No problem! Ready to travel into a giant's mouth to see why you should brush your teeth? Hold on tight! With a little song, dance, and teamwork the Doodlebops are always ready to rock into a new adventure!

Other Matters (19 of 19)	Response
Program Title	Doodlebops 19.3
Origination	Network
Days/Times Program Regularly Scheduled	Sunday's/9:30-10:00AM CT
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Doodlebops are kids' favorite rock band. This musical comedy series for children stars Deedee, Rooney and Moe Doodle - three multi-talented rock stars who are always singing, dancing and learning from each other. They are the ultimate rock and roll band! Join The Doodlebops as they hang out and practice their song and dance routines in the coolest rehearsal space imaginable, and travel from show to show in their super cool tour bus! The Doodlebops will get kids twisting, turning, bopping and learning with their upbeat energetic music and funny stories.

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.

WXOW-WQOW Television, Inc. **Attachments**

No Attachments.