



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0005047105** | File Number: **CPR-123030** | Submit Date: **07/11/2011** | Call Sign: **WGN-TV** | Facility ID: **72115** |
City: **CHICAGO** | State: **IL**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/11/2011 | 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	CW
	Nielsen DMA	Chicago
	Web Home Page Address	www.wgntv.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
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(8)

Digital Core Program (1 of 8)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 8:30-9AM
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.		[Digital 9.1] The purpose of this program is to provide a safe learning environment for our viewers to become more informed about the gamut of possible careers available for them to explore.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (2 of 8)		Response
Program Title		Eco Company
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 7:30-8AM
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.		[Digital 9.1] Eco Company explores all aspects of living green and understanding how we impact our world. The E-Co Team reports on global warming, rainforests and our oceans, the latest in clean-tech energies, recycling, conservation, organics and more. We profile teens who have taken it upon themselves to make a positive impact on the environment. And we provide practical tips that teens, and people of all ages can use in their daily lives.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 8)	Response
Program Title	M@d About
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 7-7:30AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.1] M@d 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 M@d About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. M@d 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. M@d About explores being "green" and understanding how our actions impact the world. The M@d 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.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 8)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7-7:30 & 7:30-8AM
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	7 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.1] For young people today, new information is generally no more than a mouse-click away. Knowledge is readily there for the taking if kids simply know how to appropriately access it and effectively make use of it. In this context, many of the most useful and important things that youngsters can learn center on discovery, analysis and problem-solving -- how do kids get the right information and make proper use of it. What questions should be asked? How does one assess veracity? How does one weigh alternatives? How are decisions best arrived at? How does one decide when aims can be accomplished independently, and if help is needed, how does one go about enlisting support? Above all, how can goals be achieved ethically and with regard to the greater good. In an enticing new world filled with excitement, mystery, and danger, Magi-Nation addresses these vital learning goals. Tony, Edyn and Strag along with their human and decidedly non-human colleagues model their successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the dire dilemmas in which they find themselves. In the course of a series of intriguing codes, riddles and other puzzles that Tony, Edyn and Strag are presented with along the way, viewers are furthermore given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 8)	Response
Program Title	Young Icons
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays 8-8:30AM
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	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.1] The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. One guest's message inspires young audiences to "never let age hold us back, no matter how old you may be". Parents play an important role in supporting their 'young icons'. As one parent stated, "You can take a simple idea and turn it into something that can help an awful lot of people." The program provides a motivational and inspirational message that empowers audiences of all ages that hard work; dedication and looking beyond ourselves will pay off for everyone.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	Critter Gitters
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10-10:30 & 10:30-11a
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	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.2] Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting teamwork, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11-11:30a & 11:30a-12p
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	9 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.2] "Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)		Response
Program Title	Mustard Pancakes	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday 9-9:30 & 9:30-10a	
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 6 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.2] Mustard Pancakes is designed to contribute to preschool children's social and emotional development, with a secondary focus on literacy and storytelling. Specifically, the series is built upon a substantive educational curriculum that addresses three primary goals. 1) To support and nurture a sense of self-esteem and self-efficacy among three-to-six-year-old children by encouraging them to demonstrate respect for themselves and others. 2) To foster the development of children's social and emotional skills by modeling age-appropriate strategies and behaviors. 3) To stimulate children's interest in literacy and storytelling, and to encourage them to express themselves creatively by sharing stories of their own. Growing from this foundation, every episode of the series conveys important socioemotional content regarding topics such as cooperation, diversity, respect for others, or coping with failure.
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	Tom Boyd, Programming Manager
Address	2501 W. Bradley Place
City	Chicago
State	IL
Zip	60618
Telephone Number	773.883.3382
Email Address	tboyd@tribune.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.	Schedule changes reflect the start of the fall broadcast season. WGN-TV ceased analog broadcasts on June 12, 2009. Therefore, there were no analog broadcasts during the reporting period. The correct response to Question No. 7(b) is NO, however, to enable the submit option of this form, it was necessary to provide a "yes" response. See list of educational PSA's in public inspection file.

Other Matters (9)

Other Matters (1 of 9)		Response
Program Title		Career Day
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 8:30-9AM through 9/18, Sundays 7-7:30AM starting 9/25
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.		[Digital 9.1] The purpose of this program is to provide a safe learning environment for our viewers to become more informed about the gamut of possible careers available for them to explore.

Other Matters (2 of 9)		Response
Program Title		Eco Company
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 7:30-8AM
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.		[Digital 9.1] Eco Company explores all aspects of living green and understanding how we impact our world. The E-Co Team reports on global warming, rainforests and our oceans, the latest in clean-tech energies, recycling, conservation, organics and more. We profile teens who have taken it upon themselves to make a positive impact on the environment. And we provide practical tips that teens, and people of all ages can use in their daily lives.

Other Matters (3 of 9)		Response
Program Title		M@d About
Origination		Syndicated
Days/Times Program Regularly Scheduled		Sundays 7-7:30AM through 9/18
Total times aired at regularly scheduled time		12
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.	[Digital 9.1] M@d 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 M@d About cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills. M@d 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. M@d About explores being "green" and understanding how our actions impact the world. The M@d 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.

Other Matters (4 of 9)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays 7-7:30 & 7:30-8AM
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.1] For young people today, new information is generally no more than a mouse-click away. Knowledge is readily there for the taking if kids simply know how to appropriately access it and effectively make use of it. In this context, many of the most useful and important things that youngsters can learn center on discovery, analysis and problem-solving -- how do kids get the right information and make proper use of it. What questions should be asked? How does one assess veracity? How does one weigh alternatives? How are decisions best arrived at? How does one decide when aims can be accomplished independently, and if help is needed, how does one go about enlisting support? Above all, how can goals be achieved ethically and with regard to the greater good. In an enticing new world filled with excitement, mystery, and danger, Magi-Nation addresses these vital learning goals. Tony, Edyn and Strag along with their human and decidedly non-human colleagues model their successful, and sometimes less than successful, attempts to analyze difficult situations, set appropriate goals, and creatively seek solutions to the dire dilemmas in which they find themselves. In the course of a series of intriguing codes, riddles and other puzzles that Tony, Edyn and Strag are presented with along the way, viewers are furthermore given the engaging opportunity to not only observe others go through the problem solving cycle, but to make use of their unique knowledge base and burgeoning problem solving skills to address conundrums on their own.

Other Matters (5 of 9)	Response
Program Title	On The Spot
Origination	Syndicated

Days/Times Program Regularly Scheduled	Sundays 8:30-9AM starting 9/25
Total times aired at regularly scheduled time	1
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.	[Digital 9.1] On The Spot uses an entertaining on-the-street format to test how well young people know the information contained in the Common Core State Standards Initiative, an attempt to set a national curriculum to bridge the standards gap between states. Then, On the Spot explains the answer to each question. 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 (6 of 9)	Response
Program Title	Young Icons
Origination	Network
Days/Times Program Regularly Scheduled	Sundays 8-8:30AM
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.	[Digital 9.1] The Young Icons is a television program that provides educational and informational segments exposing the target audience of young viewers to accomplished 'teens' that have set goals and are giving back to their communities as mentors, scholars, entrepreneurs and philanthropists. Each guest shares their personal stories of what motivated them to take on their passion and/or focus in their chosen field of endeavor. One guest's message inspires young audiences to "never let age hold us back, no matter how old you may be". Parents play an important role in supporting their 'young icons'. As one parent stated, "You can take a simple idea and turn it into something that can help an awful lot of people." The program provides a motivational and inspirational message that empowers audiences of all ages that hard work; dedication and looking beyond ourselves will pay off for everyone.

Other Matters (7 of 9)	Response
Program Title	Critter Gitters

Origination	Network
Days/Times Program Regularly Scheduled	Saturday 10-10:30 & 10:30-11a
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 14 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.2] Series features a non-violent, adventurous format that can be enjoyed by the entire family while stimulating creativity, promoting teamwork, and showcasing moral dilemmas and social values. A search and rescue, animal adventure-themed series with an entertaining twist of investigative and detective "super sleuthing" by a group of neighborhood kids, a veterinarian, a marine biologist, a zany professor, and colorful neighborhood characters. Action and stimulating story lines combined with compelling situations along with kids' natural curiosity and love for animals. Series features a diverse cast providing positive role models. To add variety to the series, episodes haven been produced in Costa Rica, Switzerland, the Florida Everglades, The Great Northwest, East Coast, Mid West... just about everywhere in the USA.

Other Matters (8 of 9)	Response
Program Title	Curiosity Quest
Origination	Network
Days/Times Program Regularly Scheduled	Saturday 11-11:30a & 11:30a-12p
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.2] "Curiosity Quest" is an upbeat, family, educational program that explores what viewers are curious about. In each show, host Joel Greene ventures on a quest to answer viewer's letters of curiosity. Each quest takes the audience on location for an unscripted, hands-on, educational exploration. In addition, throughout each program, Joel will hit the streets to get real and often comical answers to questions pertaining to each episode. Joel's enthusiastic personality often lands him in hilarious situations in pursuit of the answer.

Other Matters (9 of 9)	Response
Program Title	Mustard Pancakes

Origination	Network
Days/Times Program Regularly Scheduled	Saturday 9-9:30 & 9:30-10a
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	[Digital 9.2] Mustard Pancakes is designed to contribute to preschool children's social and emotional development, with a secondary focus on literacy and storytelling. Specifically, the series is built upon a substantive educational curriculum that addresses three primary goals. 1) To support and nurture a sense of self-esteem and self-efficacy among three-to-six-year-old children by encouraging them to demonstrate respect for themselves and others. 2) To foster the development of children's social and emotional skills by modeling age-appropriate strategies and behaviors. 3) To stimulate children's interest in literacy and storytelling, and to encourage them to express themselves creatively by sharing stories of their own. Growing from this foundation, every episode of the series conveys important socioemotional content regarding topics such as cooperation, diversity, respect for others, or coping with failure.

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>WGN Continental Broadcasting Company, Debtor-in- Possession</p>

Attachments

No Attachments.