



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0030884985** | File Number: **CPR-137198** | Submit Date: **01/08/2013** | Call Sign: **WMOW** | Facility ID: **81503** | City: **CRANDON** | State: **WI**
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **01/08/2013** | 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 |
|-----------|---------|-------|-------|----------------|
|-----------|---------|-------|-------|----------------|

**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 | Wausau-Rhinelanders |
| | Web Home Page Address | www.waow.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(18)

| Digital Core Program (1 of 18) | Response |
|--|---|
| Program Title | Jack Hanna's Wild Countdown E/I 4.2 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8:00-8:30 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. | 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 birds'...Jack 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 18) Response | |
|--|--|
| Program Title | Ocean Mysteries with Jeff Corwin E/I 4.2 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8:30-9:00 AM CT |
| Total times aired at regularly scheduled time | 12 |
| Total times aired | 13 |
| Number of Preemptions | 1 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | 1 |
| Length of Program | 30 mins |
| Age of Target Child Audience | 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 Preemption Programs #1

| Questions | Response |
|--|---|
| Title of Program | Ocean Mysteries with Jeff Corwin E/I 4.2 |
| List date and time rescheduled | Sunday November 11, 2012 11:30 AM - 12:00 PM CT |
| Is the rescheduled date the second home? | No |
| Were promotional efforts made to notify the public of rescheduled date and time? | Yes |
| Date Preempted | |

| | |
|-----------------------|--|
| Episode # | Saturday November 3, 2012 8:30 AM - 9:00 AM CT |
| Reason for Preemption | Other |

| Digital Core Program (3 of 18) | |
|--|---|
| | Response |
| Program Title | Born to Explore E/I 4.2 |
| Origination | Network |
| 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 at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes. |

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| 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 18) | Response |
|--|---|
| Program Title | Sea Rescue E/I 4.2 |
| 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 | 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. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (5 of 18) | Response |
|--|--|
| Program Title | Recipe Rehab E/I 4.2 |
| Origination | Network |
| 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. | <p>In this weekly half-hour series developed and produced to educate and inform viewers ages 13-16, our hosts scan the country finding those who 'pay it forward' to promote health and wellness. The remarkable people that viewers meet are referred to as 'agents of change,' special individuals who are making big changes in people's lives, one small step at a time. Everyday Health is a series that uniquely raises awareness to help fight obesity, raise self-esteem, establish physical fitness habits and prevent negative health choices. An inspirational program about people who confront challenges by taking control, Everyday</p> <p>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.</p> |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (6 of 18) | Response |
|--|--|
| Program Title | Food for Thought with Claire Thomas E/I 4.2 |
| Origination | Network |
| 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. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (7 of 18) | Response |
|--|---|
| Program Title | Into the Outdoors 4.2 |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | Sundays/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 | 7 years to 14 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Into the Outdoors is a five-time Emmy Award Winning outdoors television series for kids. They are now in their eighth season of fun and exciting outdoor adventures. Joining a diverse group of kids and adults at all locations, Into the Outdoors introduces fishing, camping, environmental concerns and outdoor safety-just to name a few topics. There are also many great educational subjects for teachers and parents alike to share with their kids. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (8 of 18) | Response |
|--|-----------------------------|
| Program Title | Chat Room 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/12:00-12:30 PM CT |

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|--|--|
| 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 frontlines 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. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 18) | Response |
|---|-------------------------------|
| Program Title | On the Spot 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/12:30 PM-1:00 PM CT |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |

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| 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 /I? | Yes |

| Digital Core Program (10 of 18) | Response |
|--|------------------------------|
| Program Title | Animal Science 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays/11:00 AM-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 |

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| 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. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 18) | |
|--|--|
| | Response |
| Program Title | Great Big World 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays/11:30 AM-12:00 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. | 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. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (12 of 18) | Response |
|--|--|
| Program Title | Live Life & Win 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays/12:00 PM-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: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!". |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (13 of 18) | Response |
|--|--|
| Program Title | Made in Hollywood: Teen Edition 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Sundays/12:30 PM-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. | 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 (MIH:TE) 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. |

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| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
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| Digital Core Program (14 of 18) | | Response |
|--|--|-----------------|
| Program Title | Green Screen Adventures 4.3 | |
| Origination | Network | |
| 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 | 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 theatre. 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 (15 of 18) | | Response |
|--|----------------------------------|-----------------|
| Program Title | Busy World of Richard Scarry 4.3 | |
| 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 (16 of 18)

Response

| | |
|--|--|
| Program Title | Wimzie's House 4.3 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/10:00-10:30 AM CT, 10:30-11:00 AM 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 | |

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|--|--|
| 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 (17 of 18) | | Response |
|--|-----------------------------------|-----------------|
| Program Title | Country Mouse, City Mouse E/I 4.3 | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturdays/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 | | |

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|--|---|
| 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 (18 of 18) | Response |
|--|--|
| Program Title | Danger Rangers E/I 4.3 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/11:30 AM-12:00 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 | 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 |

**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 | Kelly Fuller |
| Address | 1908 Grand Avenue |
| City | Wausau |
| State | WI |
| Zip | 54403 |
| Telephone Number | 715-843-9236 |
| Email Address | Kfuller@waow.com |
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. | On Sunday, October 14, 2012, Animal Science did not air in it entirety due to technical error. The station gives tours to children and other community groups upon request. Our meteorologist explains weather and station components, including weather computers and how they track the weather systems. |

Other Matters (18)

| Other Matters (1 of 18) | Response |
|--|---|
| Program Title | Jack Hanna's Wild Countdown E/I 4.2 |
| Origination | Network |
| 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 birds'...Jack 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 18) | Response |
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| Program Title | Ocean Mysteries with Jeff Corwin E/I 4.2 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/8:30-9:00 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 |

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| 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. |
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| Other Matters (3 of 18) | |
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| | Response |

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| Program Title | Born to Explore E/I 4.2 |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | Saturdays/9:00-9:30 AM CT |
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| Total times aired at regularly scheduled time | 13 |
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| Length of Program | 30 mins |
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| Age of Target Child Audience from | 13 years to 16 years |
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| 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 at the base of an active volcano, or travels down the Nile River, viewers will travel the world without leaving their homes. |
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| Other Matters (4 of 18) | |
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| | Response |

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| Program Title | Sea Rescue E/I 4.2 |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | Saturdays/9:30-10:00 AM CT |
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| Total times aired at regularly scheduled time | 13 |
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| Length of Program | 30 mins |
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Age of Target Child Audience from 13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

The 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.

Other Matters (5 of 18)

Response

Program Title Recipe Rehab E/I 4.2

Origination Network

Days/Times Saturdays/10:00-10:30 AM CT
Program Regularly Scheduled

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 18)

Response

Program Title Food for Thought with Claire Thomas E/I 4.2

Origination Network

Days/Times Saturdays/10:30-11:00 AM CT
Program Regularly Scheduled

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.

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 18) Response

Program Title Into the Outdoors 4.2

Origination Syndicated

Days/Times Program Regularly Scheduled Sundays/10:30-11:00 AM CT

Total times aired at regularly scheduled time 13

Length of Program 30 mins

Age of Target Child Audience from 7 years to 14 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Into the Outdoors is a five-time Emmy Award Winning outdoors television series for kids. They are now in their eighth season of fun and exciting outdoor adventures. Joining a diverse group of kids and adults at all locations, Into the Outdoors introduces fishing, camping, environmental concerns and outdoor safety-just to name a few topics. There are also many great educational subjects for teachers and parents alike to share with their kids.

Other Matters (8 of 18) Response

Program Title Chat Room 4.1

Origination Network

Days/Times Program Regularly Scheduled Saturdays/12:00 PM-12:30 PM 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

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| 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 frontlines 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. |
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| Other Matters (9 of 18) | Response |
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| Program Title | On the Spot 4.1 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Saturdays/12:30 PM-1:00 PM 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 |

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| 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. |
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| Other Matters (10 of 18) | Response |
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| Program Title | Animal Science 4.1 |
| 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 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.

Other Matters (11 of 18)

Response

Program Title Great Big World 4.1

Origination Network

Days/Times Sundays/11:30 AM-12:00 PM CT
 Program Regularly Scheduled

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 (12 of 18)

Response

Program Title Live Life & Win 4.1

Origination Network

Days/Times Sundays/12:00 PM-12:30 PM CT
 Program Regularly Scheduled

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.

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: (1) explore, discover, and learn strategies to achieve personal dreams; (2) learn about the personal attributes important for achieving dreams; (3) explore volunteerism as an opportunity to build character and to uncover personal passions; and (4) gain knowledge about life skills necessary to "Live Life and Win!".

Other Matters (13 of 18)

Response

Program Title Made in Hollywood: Teen Edition 4.1

Origination Network

Days/Times Program Regularly Scheduled Sundays/12:30 PM-1:00 PM 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.

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 (MIH:TE) 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 (14 of 18)

Response

Program Title Green Screen Adventures 4.3

Origination Network

Days/Times Program Regularly Scheduled Saturdays/9:00-9:30 AM CT

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| 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 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 theatre. 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. |

| Other Matters (15 of 18) | | Response |
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| Program Title | Busy World of Richard Scarry 4.3 | |
| Origination | Network | |
| 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 | 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 (16 of 18) | | Response |
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| Program Title | Wimzie's House 4.3 | |
| Origination | Network | |
| Days/Times Program Regularly Scheduled | Saturdays/10:00-10:30 AM CT, 10:30-11:00 AM CT | |
| Total times aired at regularly scheduled time | 26 | |
| Length of Program | 30 mins | |
| Age of Target Child Audience from | 3 years to 5 years | |

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| 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. |
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Other Matters (17 of 18)

Response

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| Program Title | Country Mouse, City Mouse E/I 4.3 |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | Saturdays/11:00-11:30 AM CT |
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| Total times aired at regularly scheduled time | 13 |
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| Length of Program | 30 mins |
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| Age of Target Child Audience from | 4 years to 9 years |
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| 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. |
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Other Matters (18 of 18)

Response

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| Program Title | Danger Rangers E/I 4.3 |
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| Origination | Network |
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| Days/Times Program Regularly Scheduled | Saturdays/11:30 AM-12:00 PM CT |
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| Total times aired at regularly scheduled time | 13 |
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| Length of Program | 30 mins |
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| Age of Target Child Audience from | 5 years to 7 years |
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| 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. |
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Certification

| Question | Response |
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| <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>WAOW- WYOW Television, Inc.</p> |

Attachments

No Attachments.