



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002715563** | File Number: **CPR-143187** | Submit Date: **07/05/2013** | Call Sign: **WISC-TV** | Facility ID: **65143** |

City: **MADISON** | State: **WI**

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

07/05/2013 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2013**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

Contact
Representatives
(0)

| Contact Name | Address | Phone | Email | Contact Type |
|--------------|---------|-------|-------|--------------|
|--------------|---------|-------|-------|--------------|

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | CBS |
| | Nielsen DMA | Madison |
| | Web Home Page Address | www.channel3000.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: | 4.0 |
| Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673? | Yes |
| Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams? | Yes |

Digital Core
Programs(14)

| Digital Core Program (1 of 14) | Response |
|--|---|
| Program Title | DOODLEBOPS - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:00 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (2 of 14) | Response |
|--|---|
| Program Title | DOODLEBOPS - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:30 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (3 of 14) | Response |
|--------------------------------|----------|
|--------------------------------|----------|

| | |
|--|--|
| Program Title | BUSYTOWN MYSTERIES - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:00 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally, and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (4 of 14) | Response |
|--------------------------------|-------------------------|
| Program Title | BUSYTOWN MYSTERIES - II |

| | |
|--|--|
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:30 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally, and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (5 of 14) | Response |
|--------------------------------------|--------------------|
| Program Title | LIBERTY'S KIDS - I |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | SATURDAYS 10:00 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (6 of 14) | Response |
|--------------------------------------|---------------------|
| Program Title | LIBERTY'S KIDS - II |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | SATURDAYS 10:30 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Total times aired | |
| Number of Preemptions | 0 |
| Number of Preemptions for other than Breaking News | |
| Number of Preemptions Rescheduled | |
| Length of Program | 30 mins |
| Age of Target Child Audience | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (7 of 14) | Response |
|--------------------------------------|-------------|
| Program Title | ECO COMPANY |
| Origination | Syndicated |

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|--|--|
| Days/Times Program Regularly Scheduled | SATURDAYS 7:00 AM (AIRS ON TVW) |
| 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. | Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides 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 |

| Digital Core Program (8 of 14) Response | |
|---|--------------------|
| Program Title | LIVE LIFE AND WIN! |
| Origination | Syndicated |

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|---|--|
| Days/Times Program Regularly Scheduled | SATURDAYS 7:30 AM (AIRS ON TVW) |
| 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. | Live Life and Win! is a weekly, curriculum-blended, Educational/Informational, nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (9 of 14) | Response |
|---|---------------------------------|
| Program Title | JACH HANNA'S ANIMAL ADVENTURES |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:00 AM (AIRS ON TVW) |
| 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 producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (10 of 14) | |
|--|---------------------------------|
| | Response |
| Program Title | WILD ABOUT ANIMALS |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:30 AM (AIRS ON TVW) |
| 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. | Wild About Animals is a weekly half-hour animal magazine series that airs 52 weeks of the year. The show is hosted by Emmy-award winning actress Mariette Hartley, who has committed herself to working for animal rights over the past 20 years. The series is produced for children 13-16. The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well to educate them further about animals they see everyday. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (11 of 14) | | Response |
|--|--|--|
| Program Title | | AWESOME ADVENTURES |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | SATURDAYS 9:00 AM (AIRS ON TVW) |
| 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. | | This series takes children on fascinating Awesome Adventures every week. They'll experience volcanic explorations, the rapids of the Salmon River, and Safaris in Africa. Awesome Adventures entertains and teaches kids about the histories and the cultures of the places they visit. It's about kids traveling the world and experiencing the excitement of Awesome Adventures. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | | Yes |

| Digital Core Program (12 of 14) | | Response |
|--|--|---------------------------------|
| Program Title | | WHADDYADO? |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | SATURDAYS 9:30 AM (AIRS ON TVW) |

| | |
|--|--|
| 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. | Whaddyado? chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, Whaddyado documents the event, interviews participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, there is a moral dilemma segment featured in each show. |
| Does the Licensee identify the program by displaying throughout the program the symbol E /I? | Yes |

| Digital Core Program (13 of 14) | | Response |
|--|--|----------------------------------|
| Program Title | | MYSTERY HUNTERS |
| Origination | | Syndicated |
| Days/Times Program Regularly Scheduled | | SATURDAYS 10:00 AM (AIRS ON TVW) |
| 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. | Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international culture. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

| Digital Core Program (14 of 14) | Response |
|--|---|
| Program Title | NOW EAT THIS! WITH ROCCO DISPIRITO |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 10:30 AM (AIRS ON TVW) |
| 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. | Now Eat This! is Rocco's new show in which he challenges families and individuals to make over their diets and adopt a healthier lifestyle. The secret? Eat what you love, but say goodbye to processed ingredients, bad fats, and empty calories. And most importantly, learn to cook - Rocco style! Each episode, Rocco arms families and individuals with the right recipes, ingredients, and cooking skills to maximize the value and flavor of their favorite meals. |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |

Non-Core Educational and Informational Programming (6)

| Non-Core Educational and Informational Programming (1 of 6) | Response |
|--|--|
| Program Title | MADE IN HOLLYWOOD: TEEN EDITION |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | SATURDAYS 5:00 AM (AIRS ON TVW) |
| Total times aired at regularly scheduled time: | 13 |
| Number of Preemptions | 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. | Made in Hollywood: Teen Edition is an FCC-friendly, educational/informational, nationally-syndicated weekly series. Its core programming targets 13-16 year-old teens with segments ranging from coverage of animation and producing and directing to costume design, casting, and 3D technology. The content-rich spin-off introduces its audience to behind-the-scenes film making, special effects techniques, and career opportunities focusing on the creative, technical, and artistic skills of the motion picture and television industries. |
| Does the program have educating and informing children ages 16 and under as a significant purpose? | Yes |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time | |

| Non-Core Educational and Informational Programming (2 of 6) | Response |
|---|---------------------------------|
| Program Title | ANIMAL RESCUE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | SATURDAYS 5:30 AM (AIRS ON TVW) |
| Total times aired at regularly scheduled time: | 13 |

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|--|--|
| Number of Preemptions | 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. | Animal Rescue exerts a positive influence on young viewers through its themes of respect and compassion for all living creatures, its information on medical rehabilitation treatments, the techniques and teamwork of rescue personnel it shows, and the safety advice that concludes each episode. Additionally, it educates young viewers about the animals themselves, their habitats, development and behavior, and it also promotes awareness of important environmental issues. |
| Does the program have educating and informing children ages 16 and under as a significant purpose? | Yes |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time | |

| Non-Core Educational and Informational Programming (3 of 6) | Response |
|--|--|
| Program Title | ANIMAL SCIENCE |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | SATURDAYS 6:00 AM (AIRS ON TVW) |
| Total times aired at regularly scheduled time: | 13 |
| Number of Preemptions | 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. | Animal Science is a new half-hour weekly E/I animal series with a uniquely scientific approach. This series is specifically produced for children 16 and under (specific target audience is 13-16). While most animal shows look at the behavior of animals, Animal Rescue goes one step further to look at the how and why an animal is able to excel in its environment. Animal Science uses animation, graphics, and scientific analysis from animal experts to give viewers more understanding than ever before of these amazing creatures. The enthusiastic host's modern vocal style is engaging to the target audience and attracts all age demographics. |

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| Does the program have educating and informing children ages 16 and under as a significant purpose? | Yes |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time | |

| Non-Core Educational and Informational Programming (4 of 6) | Response |
|--|--|
| Program Title | CHATROOM |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled: | SATURDAYS 6:30 AM (AIRS ON TVW) |
| Total times aired at regularly scheduled time: | 13 |
| Number of Preemptions | 30 |
| 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. | Chatroom is a half-hour weekly educational series designed to educate, inform, and entertain children 16 & under (specific target audience is 13-16) through re-enacting 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. Chatroom may not have all the answers, but it offers a place where young people can watch and discuss the problems they face. Chatroom 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. Chatroom 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. |

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| Does the program have educating and informing children ages 16 and under as a significant purpose? | Yes |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | Yes |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | Yes |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time | |

| Non-Core Educational and Informational Programming (5 of 6) | Response |
|--|--|
| Program Title | TIME FOR KIDS VIGNETTES |
| Origination | Local |
| Days/Times Program Regularly Scheduled: | VARIOUS (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time: | 73 |
| Number of Preemptions | 0 |
| Length of Program | 1 mins |
| Age of Target Child Audience | 8 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for the first quarter of 2013 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic's CEO on WISC-TV's anti-bullying campaign "The Buddy Project." The messages stressed the importance of raising children more likely to be "buddies" instead of "bullies," and also the importance of informing adults when instances of bullying are witnessed. Other spots also aired on WISC-TV's "Recipe for Health" campaign, specifically vignettes on the importance of fighting obesity with portion control and balanced meals. |

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| Does the program have educating and informing children ages 16 and under as a significant purpose? | Yes |
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | No |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | No |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time | |

| Non-Core Educational and Informational Programming (6 of 6) | Response |
|--|--|
| Program Title | TIME FOR KIDS VIGNETTES |
| Origination | Local |
| Days/Times Program Regularly Scheduled: | VARIOUS (AIRS ON TVW) |
| Total times aired at regularly scheduled time: | 150 |
| Number of Preemptions | 0 |
| Length of Program | 1 mins |
| Age of Target Child Audience | 8 years to 16 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | TIME FOR KIDS VIGNETTES are thirty-second spots that reinforce our station's quarterly educational/lifestyle/safety themes for kids. The vignettes for the first quarter of 2013 featured messages from both WISC-TV on-air talent and corporate partner Dean Clinic's CEO on WISC-TV's anti-bullying campaign "The Buddy Project." The messages stressed the importance of raising children more likely to be "buddies" instead of "bullies," and also the importance of informing adults when instances of bullying are witnessed. Other spots also aired on WISC-TV's "Recipe for Health" campaign, specifically vignettes on the importance of fighting obesity with portion control and balanced meals. |
| Does the program have educating and informing children ages 16 and under as a significant purpose? | Yes |

| | |
|--|----|
| Does the Licensee identify the program by displaying throughout the program the symbol E/I? | No |
| Does the Licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R. Section 73.673? | No |

Date and Time Aired:

| Questions | Response |
|-----------|----------|
| Date Time | |

**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 | JEFF ROBBINS |
| Address | 7025 RAYMOND ROAD |
| City | MADISON |
| State | WI |
| Zip | 53719 |
| Telephone Number | 608-271-4321 |
| Email Address | jrobbins@wisctv. com |
| Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3. | |

Other Matters (14)

| Other Matters (1 of 14) | Response |
|--|---|
| Program Title | DOODLEBOPS - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:00 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 6 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |

| Other Matters (2 of 14) | Response |
|---|-------------------------------------|
| Program Title | DOODLEBOPS - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:30 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 6 years |

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|--|---|
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The Doodlebops is a live action show designed to teach life lessons to children under elementary school age, and is intended to promote social and academic readiness. The main characters are the three members of the Doodlebops musical band, their jazzy neighbor MAZZ and their driver Bus Driver Bob. Each episode explores social issues, such as the importance of persistence or the value of openness to new things. The program emphasizes an appreciation of music, and integrates the social lessons into original songs that are repeated through the episodes. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |
|--|---|

| Other Matters (3 of 14) | Response |
|--|--|
| Program Title | BUSYTOWN MYSTERIES - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:00 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally, and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |

| Other Matters (4 of 14) | Response |
|--|-------------------------------------|
| Program Title | BUSYTOWN MYSTERIES - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:30 AM (AIRS ON WISC-TV) |

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|--|--|
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 3 years to 7 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Inspired by the beloved works of best-selling children's author Richard Scarry, Busytown Mysteries brings the popular adventures of Busytown to preschoolers with an educational, problem-solving twist. Children can follow classic characters such as Huckle, Sally, and Lowly as they scour Busytown on fun-filled adventures looking for answers to life's puzzles. Each episode focuses on fostering viewers' problem solving abilities, as the characters use their skills of observation to collect facts, draw inferences from those facts, and ultimately reach conclusions. Each episode also develops vocabulary through words and concepts that are part of the episode's overall theme. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |

| Other Matters (5 of 14) | Response |
|--|--|
| Program Title | LIBERTY'S KIDS - I |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 10:00 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |

| Other Matters (6 of 14) | Response |
|----------------------------|----------|
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|--|--|
| Program Title | LIBERTY'S KIDS - II |
| Origination | Network |
| Days/Times Program Regularly Scheduled | SATURDAYS 10:30 AM (AIRS ON WISC-TV) |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 9 years to 11 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | The purpose of this series is to introduce viewers aged 9-11 to the period leading up to, during and immediately following the American Revolution. Each episode focuses on placing historical events and pivotal figures within an age appropriate context that provides young people with an exciting opportunity to experience this period of history through the eyes of a similar demographic. The programs also include interstitial segments that provide facts in both a newscast and game format, reinforcing the topic of the episode. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. |

| Other Matters (7 of 14) | Response |
|---|---------------------------------|
| Program Title | ECO COMPANY |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 7:00 AM (AIRS ON TVW) |
| 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. | Eco Company provides core programming in the area of the environment and preservation of the earth's resources. Eco Company explores all aspects of being "green" and understanding how our actions impact the world. The E-Co team find out about climate change by asking questions to discover the truths and myths of the climate change issue. They learn about alternative energies by visiting wind farms and solar installations and discovering new energy technologies currently under development. They learn more about recycling, conservation and organics. The E-Team profiles teens and school organizations who have taken it upon themselves to make a difference, young entrepreneurs who are taking their passion for green to develop ideas, and new products for a sustainable future. Most importantly, each story and each feature is reported by teens and told from their perspective. Additionally Eco Company regularly provides practical tips that teens, and people of all ages can use in their daily lives. |
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| Other Matters (8 of 14) | Response |
|--|--|
| Program Title | LIVE LIFE AND WIN! |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 7:30 AM (AIRS ON TVW) |
| 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. | live Life and Win! is a weekly, curriculum-blended, Educational/Informational, nationally syndicated magazine series highlighting inspirational teen success stories. Segments feature Extraordinary Teens, Breaking Barriers, Giving Back, Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship, while promoting social responsibility, perseverance, leadership, academic achievement and volunteerism. The goal of the show is to encourage the teen audience to discover and learn strategies to achieve personal dreams, explore volunteerism, build character and uncover personal passions. |

| Other Matters (9 of 14) | Response |
|---|---------------------------------|
| Program Title | JACK HANNA'S ANIMAL ADVENTURES |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:00 AM (AIRS ON TVW) |
| 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 producers of Jack Hanna's Animal Adventures design the program to educate and inform children 13 to 16 years of age. In each program, the cameras follow the host, Jack Hanna, as he spends time with nature's creatures across the continents. Jack talks with people that are knowledgeable about each animal and habitat, teaching as he goes. Each program is designed to reveal to children the world around them in a way that presents positive role models and pro-social values within an environmentally responsible universe. |
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| Other Matters (10 of 14) | Response |
|--|---|
| Program Title | WILD ABOUT ANIMALS |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 8:30 AM (AIRS ON TVW) |
| 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. | Wild About Animals is a weekly half-hour animal magazine series that airs 52 weeks of the year. The show is hosted by Emmy-award winning actress Mariette Hartley, who has committed herself to working for animal rights over the past 20 years. The series is produced for children 13-16. The objective is to educate and inform children by bringing them the most entertaining and interesting stories about the world's most fascinating animals. Each episode consists of at least four stories designed to teach children about exotic and unique animals from the wild, as well to educate them further about animals they see everyday. |

| Other Matters (11 of 14) | Response |
|--|--|
| Program Title | AWESOME ADVENTURES |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:00 AM (AIRS ON TVW) |
| 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. | This series takes children on fascinating Awesome Adventures every week. They'll experience volcanic explorations, the rapids of the Salmon River, and Safaris in Africa. Awesome Adventures entertains and teaches kids about the histories and the cultures of the places they visit. It's about kids traveling the world and experiencing the excitement of Awesome Adventures. |

| Other Matters (12 of 14) | Response |
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|--|--|
| Program Title | WHADDAYDO? |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 9:30 AM (AIRS ON TVW) |
| 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. | Whaddaydo? chronicles real-life stories surrounding ordinary teens who accidentally find themselves caught in perilous and challenging situations. Through dramatic re-enactments, Whaddyado documents the event, interviews participants, and talks to various experts, who explain what the proper reaction should be when faced with similar life-threatening circumstances. Also, in an effort to help young people make the right decision at the right moment, there is a moral dilemma segment featured in each show. |

| Other Matters (13 of 14) | Response |
|--|---|
| Program Title | MYSTERY HUNTERS |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 10:00 AM (AIRS ON TVW) |
| 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. | Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking, and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international culture. |

| Other Matters (14 of 14) | Response |
|---|------------------------------------|
| Program Title | NOW EAT THIS! WITH ROCCO DISPIRITO |
| Origination | Syndicated |
| Days/Times Program Regularly Scheduled | SATURDAYS 10:30 AM (AIRS ON TVW) |
| 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. | Now Eat This! with Rocco Dispirito is Rocco's new show in which he challenges families and individuals to make over their diets and adopt a healthier lifestyle. The secret? Eat what you love, but say goodbye to processed ingredients, bad fats, and empty calories. And most importantly, learn to cook - Rocco style! Each episode, Rocco arms families and individuals with the right recipes, ingredients, and cooking skills to maximize the value and flavor of their favorite meals. |
|--|--|

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>Television Wisconsin, Inc.</p> |

Attachments

No Attachments.