



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0018223693** | File Number: **CPR-121292** | Submit Date: **07/06/2011** | Call Sign: **WEAU** | Facility ID: **7893** | City:
EAU CLAIRE | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/06/2011 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2011**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type
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Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.weau.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	0.0
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	0.0
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:	0.0
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(0)

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	Jolene Jensen
Address	1907 S. Hastings Way
City	Eau Claire
State	WI
Zip	54701
Telephone Number	715-835-1313
Email Address	jolene.jensen@weau.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.	<p>**On March 22, 2011 WEAU (13.1 and 13.2) went silent when a severe ice storm caused the collapse of its tower and destruction of much of its transmission equipment. On March 23, WQOW TV 18 and WLAX TV 25 began carrying WEAU's programming - including its Children's programming - on their program streams. WEAU is temporarily broadcasting it's programming on WQOW's 18.3 and WLAX's 25.2 multicast channels. **All information regarding the content of WEAU's children's programming since March 23 can be found in both WQOW's and WLAX's FCC Form 398 for 2nd Quarter. **WEAU 13 News made the switch to digital on 2/16/2009. **Question 7b: The station transitioned in Feb. 2009 so it did not broadcast any analog programming in 2nd Quarter 2011.</p>

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Turbo Dogs
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, TURBO DOGS is a show about six canine friends-Dash, GT, Clutch, Stinkbert, Strut, and Mags-who have their own distinct characteristics but share a common love of racing cars. The fastest dogs in Racerville, the Turbo Dogs often compete with one another in races. The dogs each have their own racers, which they maintain regularly, and that are equipped with individual GPS systems to help and guide them. Each story begins with one of the Turbo Dogs encountering a problem that must be resolved while preparing to compete. Usually, the Turbo Dog learns his/her lesson through experience and accountability for negative behavior. Social-emotional messages about sportsmanship, teamwork, cooperation, and fairness developed in the story are emphasized in a separate tag at the end of each episode. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (2 of 8)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 9:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, SHELLDON is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoka shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the Inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together and solve problems that they face in school or in the community. A recurring problem is to staunch the plans of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat and environmental protection. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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Other Matters (3 of 8)	Response
Program Title	The Magic School Bus
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, THE MAGIC SCHOOL BUS is a show that features the most adventuresome teacher on the planet, Ms. Frizzle, and her group of students who dutifully follow her approach to education-by taking magical field trips to learn about anything that interests her or them. All the students are curious, but with each one, there is often a personal problem that needs solving and the field trip has a way of dovetailing with the personal challenge to get everything all worked out. The class has been on 52 field trips, traveling in a magic bus that can transform its shape and power source, so it can travel through any environment, from the bottom of the ocean to outermost space. Ms. Frizzle can handle it all, from driving the bus, navigating unfamiliar terrain, to guiding the children's learning through inquiry. She is undeterred and rarely discouraged and expects no less from her students. Ms. Frizzle is amazingly understanding and permissive in her approach and the children are ambitiously curious about the world as a result. It's not just the bus that's magic. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (4 of 8)	Response
Program Title	Babar
Origination	Network

Days/Times Program Regularly Scheduled	Saturdays, 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, BABAR, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (5 of 8)	Response
Program Title	Willa's Wildlife
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's, 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, WILLA'S WILD LIFE is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animals-- an elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.
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Other Matters (6 of 8)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	Saturdays, 11:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, PEARLIE recounts the weekly escapades of an optimistic, amiable fairy who has been appointed by Fairy HQ to maintain order in Jubilee Park. She lives among a dozen assorted characters, including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva, Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking care of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (7 of 8)	Response
Program Title	Aqua Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sundays, 10:30am

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.1, Aqua Kids provides CORE programming in the area of biology and specifically the ecosystem related to the ocean, its tributaries and estuaries. Children can learn about the resources of the oceans and how protection of oceans is necessary to present and future generations. Not only does the show teach biological topics, but it aims to enrich children's lives by making them aware of future generations, the role they play now, and for generations into the future, with the biggest ecosystem on earth- the oceans. Each episode provides information related to a specific topic and gives an educational approach to understand the topic related to the entire ecosystem of the earth. Aqua Kids provides kids with a way to learn about the diversity of marine animals around the world and the importance of preserving their fragile aquatic habitats. Through the use of hands-on collaboration between kids and science researchers and educators, Aqua Kids encourages children to take an active role in protecting the future of their communities and the world. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Other Matters (8 of 8)	Response
Program Title	NASA TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturdays, 9:00am-Noon
Total times aired at regularly scheduled time	13
Length of Program	180 mins
Age of Target Child Audience from	5 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Digital channel 13.2, the NASA Television Education File segment broadcasts NASA produced programs specifically designed for students and teachers. From the wonders of space to our amazing planet Earth, inspiration and learning is the mission of the Education File. Each month NASA selects a theme to highlight for the education community. These Extra Theme pages organize the best of NASA's online resources related to the monthly theme in one place for educators. THIS PROGRAM IS SPECIFICALLY DESIGNED TO FURTHER THE EDUCATIONAL AND INFORMATIONAL NEEDS OF CHILDREN, HAS EDUCATING AND INFORMING CHILDREN AS A SPECIFIC PURPOSE, AND OTHERWISE MEETS THE DEFINITION OF CORE PROGRAMMING AS SPECIFIED IN THE COMMISSIONS RULES.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Gray Television, Inc.</p>

Attachments

No Attachments.