



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009562380** | File Number: **CPR-141432** | Submit Date: **04/10/2013** | Call Sign: **WBME-CD** | Facility ID: **71422** |
City: **MILWAUKEE** | State: **WI**
Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/10/2013** |
Filing Status: **Active**

Report reflects information for : **First 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
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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	Independent
	Affiliated network	
	Nielsen DMA	Milwaukee
	Web Home Page Address	WWW.METVMILWAUKEE.COM

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core Programs(6)

Digital Core Program (1 of 6)	Response
Program Title	GREENSCREEN ADVENTURES 41.1 AND 58.2
Origination	Local
Days/Times Program Regularly Scheduled	SAT,7-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 6)	Response
Program Title	GREENSCREEN ADVENTURES 41.1 AND 58.2
Origination	Local
Days/Times Program Regularly Scheduled	SAT,7:30-8AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 6)		Response
Program Title	CHILDREN TALK 41.1 AND 58.2	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SAT,8-8:30A	
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 12 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Featuring nationally known ventriloquist Taylor Mason, each weekly episode of Children Talk provides young viewers with an educational experience by visiting variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (4 of 6)		Response
Program Title	WORKFORCE 41.1 AND 58.2	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SAT,8:30-9A	
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.	WORKFORCE serves the educational and informational needs of children 13 to 16 years of age with its program content, including the importance of having a working knowledge of math, science and communication skills. The series shows introduces teens to a wide variety of possible careers, emphasizing how education and practical skills impact a person's ability to successfully pursue a career. The series also demonstrates real-world job experience, proving that that an appropriate education is necessary to pursue almost any career. Each episode presents two possible career paths offering teenagers a chance to get some hands-on experience in various jobs. Program also notes educational and training requirements for various careers, as well as potential salary ranges for a given job.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 6)	Response
Program Title	TRAVEL THRU HISTORY 41.1 AND 58.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	Travel Thru History (or TTH for short) is a new educational/informational (E/I) series designed to spark interest and enthusiasm in viewers to learn about our country's rich and fascinating history by traveling to diverse locales across the US. While it is targeted to a teen audience, the entire family will enjoy watching TTH.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 6)	Response
Program Title	SAFARI 41.1 AND 58.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	From the frozen Arctic to Africa's pristine Okavango Delta, the award-winning Safari brings you face to face with the most fascinating creatures on earth.
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	SAFARI 41.1 AND 58.2
List date and time rescheduled	3.30.13 at 10am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2013-03-23
Episode #	3.23.13 *see sect. 17
Reason for Preemption	Other

Non-Core Educational and Informational Programming (2)

Non-Core Educational and Informational Programming (1 of 2)	Response
Program Title	COOKING WITH CUTTY 41.1 AND 58.2
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUN,8-8:30AM *ONE TIME ONLY 3.24.13
Total times aired at regularly scheduled time:	1
Number of Preemptions	-1
Length of Program	30 mins
Age of Target Child Audience	8 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Fast-paced, high-energy segments featuring Cutty, Lisa, Blakely & the Kids focus on the benefits of eating well, exercising and being tobacco free. Our mission is to encourage good health, nutrition and fitness habits to children around the world, with the hopes they will carry them into their adulthood. Filmed entirely on location throughout the beautiful Islands of Hawaii, Cookin' With Cutty informs and educates children, parents and families through the easiest learning method on earth, 8-11
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 2)	Response
Program Title	KIDS COOKING FOR KIDS 41.1 AND 58.2
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUN,8:30-9A *ONE TIME ONLY 3.24.13
Total times aired at regularly scheduled time:	1
Number of Preemptions	-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 SERIES ALLOWS CHILDREN TO EXPLORE THE WORLD OF GOOD FOOD AND HEALTHY EATING. IT ALSO EDUCATES AND INFORMS YOUNGSTERS ABOUT EXERCISE, SAFETY, AND GOOD HYGIENE. EACH EPISODE HIGHLIGHTS A RECIPE FOR MAKING A HEALTHY DISH USING WHOLESOME INGREDIENTS, OFFERING PRACTICAL ALTERNATIVES TO JUNK FOOD. THE WEEKLY SERIES ALSO PROMOTES CHILDREN'S CREATIVE SKILLS AND PHYSICAL WELL BEING.
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	

**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	CHRISTINE GROTELUESCHEN
Address	809 S. 60TH STREET
City	MILWAUKEE
State	WI
Zip	53214
Telephone Number	414-607-8120
Email Address	CGROTELUESCHEN@CBS58.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 MARCH 23, 2013 AN ENTIRE EPISODE OF SAFARI AIRED, BUT WITHOUT THE E/I IDENTIFICATION LOGO. A MAKE GOOD AIRED ON 3.30.13

Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	GREENSCREEN ADVENTURES 41.1 AND 58.2
Origination	Local
Days/Times Program Regularly Scheduled	SAT,7-7:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.

Other Matters (2 of 6)	Response
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Other Matters (3 of 6)	Response
Program Title	CHILDREN TALK 41.1 AND 58.2
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Featuring nationally known ventriloquist Taylor Mason, each weekly episode of Children Talk provides young viewers with an educational experience by visiting variety of locations with historical or scientific significance. Visits are combined with practical demonstrations and useful information for building important life skills. Series includes an interview segment where children participate in a question and answer session on what they have learned.

Other Matters (4 of 6)		Response
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Origination	Syndicated	
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Age of Target Child Audience from	13 years to 16 years	
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Other Matters (5 of 6)		Response
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Other Matters (6 of 6)		Response
Program Title	SAFAIR 41.1 AND 58.2	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SAT,9:30-10A	

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.	From the frozen Arctic to Africa's pristine Okavango Delta, the award-winning Safari brings you face to face with the most fascinating creatures on earth.

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>CHANNEL 41 AND 63 LIMITED PARTNERSHIP</p>

Attachments

No Attachments.