



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0022021620** | File Number: **CPR-139384** | Submit Date: **04/01/2013** | Call Sign: **WBUW** | Facility ID: **26025** | City:
JANESVILLE | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
04/01/2013 | 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

Contact
Representatives
(0)

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

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	CW
	Nielsen DMA	Madison
	Web Home Page Address	www.madisonscw.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	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(8)

Digital Core Program (1 of 8)	Response
Program Title	Rescue Heroes
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00am - 7:30am
Total times aired at regularly scheduled time	9
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program was designed to serve the educational and informational needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping and open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 8)	Response
Program Title	Rescue Heroes
Origination	Network

Days/Times Program Regularly Scheduled	Saturday, 7:30am - 8:00am
Total times aired at regularly scheduled time	9
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program was designed to serve the educational and informational needs of children ages 6-11. Each week the Rescue Heroes are called into action to mobilize themselves in any part of the globe to protect the world from natural and man-made disasters. Each half hour is comprised of two 11 minute episodes. Social and emotional character stories are embedded in the stories using action and humor to convey messages of keeping an open mind, asking for help, facing your fears, persistence pays off, preparedness, procedure, training and teamwork. At the end of each episode the Rescue Heroes reinforce various safety tips, and information relating to the educational message portrayed in the story.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 8)	Response
Program Title	The New Adventures of Nano Boy
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00am - 7:30am

Total times aired at regularly scheduled time	4
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The New Adventures of Nanoboy is an action-comedy about a boy who transforms into the world's smallest superhero to fight microscopic villains too small for the naked eye! In the micro cosmos, the tiny world of cells, molecules and atoms, a Battle of good versus evil rages as each week Nanoboy, tinier than the average cell, yakes on bad to the bone bacteria while trying to survive the biggest challenge of all being a 10 year old! Each episode takes place in two worlds: In the human world Oscar tries to live the life of a normal 9 year old, always keeping his identity as Nanoboy a secret, Oscar solves conflicts like peer pressure, and exam stress. In the micro cosmos, Oscar/Nanoboy encounters bigger than life problems. Deranged proteins and Amazonian Amoebas, and with the help of his Nano team reforms a flu virus and a goofy brain cell. In resolving these crimes in the micro-world, Nanoboy encounters solutions that he can bring back to solve human world problems.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 8)	Response
Program Title	The New Adventures of Nano Boy
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30am - 8:00am

Total times aired at regularly scheduled time	4
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The New Adventures of Nanoboy is an action-comedy about a boy who transforms into the world's smallest superhero to fight microscopic villains too small for the naked eye! In the micro cosmos, the tiny world of cells, molecules and atoms, a Battle of good versus evil rages as each week Nanoboy, tinier than the average cell, yakes on bad to the bone bacteria while trying to survive the biggest challenge of all being a 10 year old! Each episode takes place in two worlds: In the human world Oscar tries to live the life of a normal 9 year old, always keeping his identity as Nanoboy a secret, Oscar solves conflicts like peer pressure, and exam stress. In the micro cosmos, Oscar/Nanoboy encounters bigger than life problems. Deranged proteins and Amazonian Amoebas, and with the help of his Nano team reforms a flu virus and a goofy brain cell. In resolving these crimes in the micro-world, Nanoboy encounters solutions that he can bring back to solve human world problems.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 8)		Response
Program Title		Real Winning Edge
Origination		Syndicated
Days/Times Program Regularly Scheduled		Saturday, 12:00pm - 12:30pm
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 Real Winning Edge highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 8)	Response
Program Title	Dog Tails
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:30pm - 1:00pm
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales is a weekly half-hour magazine show featuring everything about dogs and their owners. Each episode includes topics on training, health, nutrition, behavior, grooming and the peculiarities of man's best friend. All types of dogs, from pure breeds to mutts will be showcased.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 8)	Response
Program Title	Animal Atlas

Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1:00pm - 1:30pm
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.	On Animal Atlas we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that allow them to survive and thrive. But best of all, we meet them face to face.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8)	Response
Program Title	Pets .TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1:30pm - 2:00pm
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	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love.
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	Chris Guttu
Address	2814 Syene Road
City	Madison
State	WI
Zip	53713
Telephone Number	(608)-270-5700
Email Address	chris.guttu@madisonsw.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 (6)

Other Matters (1 of 6)	Response
Program Title	The New Adventures of Nano Boy
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:00am - 7:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The New Adventures of Nanoboy is an action-comedy about a boy who transforms into the world's smallest superhero to fight microscopic villains too small for the naked eye! In the micro cosmos, the tiny world of cells, molecules and atoms, a Battle of good versus evil rages as each week Nanoboy, tinier than the average cell, yakes on bad to the bone bacteria while trying to survive the biggest challenge of all being a 10 year old! Each episode takes place in two worlds: In the human world Oscar tries to live the life of a normal 9 year old, always keeping his identity as Nanoboy a secret, Oscar solves conflicts like peer pressure, and exam stress. In the micro cosmos, Oscar/Nanoboy encounters bigger than life problems. Deranged proteins and Amazonian Amoebas, and with the help of his Nano team reforms a flu virus and a goofy brain cell. In resolving these crimes in the micro-world, Nanoboy encounters solutions that he can bring back to solve human world problems.

Other Matters (2 of 6)	Response
Program Title	The New Adventures of Nano Boy
Origination	Network
Days/Times Program Regularly Scheduled	Saturday, 7:30am - 8:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The New Adventures of Nanoboy is an action-comedy about a boy who transforms into the world's smallest superhero to fight microscopic villains too small for the naked eye! In the micro cosmos, the tiny world of cells, molecules and atoms, a Battle of good versus evil rages as each week Nanoboy, tinier than the average cell, yakes on bad to the bone bacteria while trying to survive the biggest challenge of all being a 10 year old! Each episode takes place in two worlds: In the human world Oscar tries to live the life of a normal 9 year old, always keeping his identity as Nanoboy a secret, Oscar solves conflicts like peer pressure, and exam stress. In the micro cosmos, Oscar/Nanoboy encounters bigger than life problems. Deranged proteins and Amazonian Amoebas, and with the help of his Nano team reforms a flu virus and a goofy brain cell. In resolving these crimes in the micro-world, Nanoboy encounters solutions that he can bring back to solve human world problems.
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Other Matters (3 of 6)	Response
Program Title	The Real Winning Edge
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:00pm - 12:30pm
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.	The Real Winning Edge highlights adolescents and young adults making the right choices when faced with tough decisions and significant challenges. Recognizing that 13 to 16-year-olds are likely to be influenced by celebrities, the series features role models from the professional sports and the entertainment industries. Each episode is engaging, entertaining and educational in structure, presenting a powerful and positive message.

Other Matters (4 of 6)	Response
Program Title	Dog Tails
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 12:30pm - 1:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Dog Tales is a weekly half-hour magazine show featuring everything about dogs and their owners. Each episode includes topics on training, health, nutrition, behavior, grooming and the peculiarities of man's best friend. All types of dogs, from pure breeds to mutts will be showcased.

Other Matters (5 of 6)	Response
Program Title	Animal Atlas
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1:00pm - 1:30pm

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.	On Animal Atlas we travel the globe to meet every kind of animal imaginable, from the familiar to the astounding. We learn about their lives, their history, and the adaptations that allow them to survive and thrive. But best of all, we meet them face to face.

Other Matters (6 of 6)	Response
Program Title	Pets .TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday, 1:30pm - 2:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	News, Pet Care, Pet Health, and Pet Lifestyles!. Produced By Emmy Award Winning Producer Lisa-Renee Ramirez, Pets.TV not only features the usual domestic household pets but the unusual exotic pets people love.

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>Byrne Aquisition Group, LLC.</p>

Attachments

No Attachments.