



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002715563** | File Number: **CPR-119803** | Submit Date: **04/08/2011** | 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:

04/08/2011 | Filing Status: **Active**

Report reflects information for : **First 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	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(20)

Digital Core Program (1 of 20)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-DT)(through 012911)
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. 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 20)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON WISC-DT)(through 012911)
Total times aired at regularly scheduled time	5
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. 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 20)	Response
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Program Title	SABRINA'S SECRET LIFE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-DT)(through 012911)
Total times aired at regularly scheduled time	5
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.	This animated series follows the early-teen Sabrina, who is half human and half witch, as she struggles with the age-appropriate conflicts and problems. Sabrina serves as a role model intended to help pre-teen viewers to understand many of the social issues they confront in their day-to-day lives. Sabrina models positive character traits for viewers, combining self-assurance and uncertainty, self-reliance, competence, and a willingness to learn from her mistakes. The 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 20)	Response
Program Title	SABRINA: THE ANIMATED SERIES
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-DT)(through 012911)
Total times aired at regularly scheduled time	5
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.	The animated series, "Sabrina," involves the adventures of a modern, early adolescent girl who is part human and part witch. Sabrina has magical powers that must be kept a secret and also under control. While Sabrina is not your typical girl, the familial, social, peer-group, and school-related issues she experiences all serve as educational and instructional life-lessons for viewers, as they reflect many of the same learning experiences and teenage challenges faced by children today. 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 20)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-DT)(through 012911)

Total times aired at regularly scheduled time	5
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 (6 of 20)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON WISC-DT)(through 012911)

Total times aired at regularly scheduled time	5
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 (7 of 20)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-DT)(effective 020511)

Total times aired at regularly scheduled time	8
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 (8 of 20)	Response
Program Title	BUSYTOWN MYSTERIES - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON WISC-DT)(effective 020511)

Total times aired at regularly scheduled time	8
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 (9 of 20)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-DT)(effective 020511)

Total times aired at regularly scheduled time	8
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 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. 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 (10 of 20)	Response
Program Title	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-DT)(effective 020511)

Total times aired at regularly scheduled time	8
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	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. 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 (11 of 20)	Response
Program Title	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-DT)(effective 020511)

Total times aired at regularly scheduled time	8
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 (12 of 20)	Response
Program Title	HORSELAND - II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON WISC-DT)(effective 020511)

Total times aired at regularly scheduled time	7
Total times aired	8
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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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 Preemption Programs #1

Questions	Response
Title of Program	HORSELAND - II
List date and time rescheduled	031311 10:00 AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	031211

Reason for Preemption	Sports
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Digital Core Program (13 of 20)	Response
Program Title	ANIMAL ATLAS CLASSICS
Origination	Network
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.	Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, ANIMAL ATLAS CLASSICS brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Young minds will draw many conclusions about the natural world shown in this series, conclusions that are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem, the elements of animal classification, and the general emphasis on life science.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (14 of 20)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
Origination	Network
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.	Each week ANIMAL EXPLORATION WITH JAROD MILLER looks at exotic and domestic animals from his own unique perspective, traveling to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. It is the mission of this program to inspire viewers, children, and adults alike, and to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies 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 (15 of 20)	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
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 (16 of 20)		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

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 (17 of 20)		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 (18 of 20)		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 (19 of 20)	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

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 (20 of 20)	Response
Program Title	B IN TUNE TV
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	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	B IN TUNE TV provides teen audiences with insight into all aspects of the music industry: Songwriting, publishing, management, producing, recording studios, manufacturing, publicity, touring, merchandising, etc. B In Tune TV also boasts an incredible library of archival footage featuring legendary rock, pop, and jazz artists so that their impact and influences on today's stars can be seen and heard. B In Tune TV is an entertaining approach to keeping today's youth informed about what's happening in the world of music.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core Educational and Informational Programming (5)

Non-Core Educational and Informational Programming (1 of 5)	Response
Program Title	MISSING
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAYS 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.	MISSING serves the educational and informational needs of children 13 to 16 years of age with its program content, including safety tips and real life stories using various resources to help find missing people. The show is also a public service to communities across the United States.
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 5)	Response
Program Title	MADE IN HOLLYWOOD: TEEN EDITION
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SATURDAYS 5:30 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 filmmaking, 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 (3 of 5)	Response
Program Title	ANIMAL RESCUE
Origination	Syndicated
Days/Times Program Regularly Scheduled:	SUNDAYS 3:00 AM (AIRS ON TVW)
Total times aired at regularly scheduled time:	5
Number of Preemptions	8
Length of Program	30 mins
Age of Target Child Audience	12 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 (4 of 5)	Response
Program Title	TIME FOR KIDS VIGNETTES
Origination	Local
Days/Times Program Regularly Scheduled:	VARIOUS (AIRS ON WISC-DT)
Total times aired at regularly scheduled time:	40
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 two vignettes for the first quarter of 2011 stressed: The importance of being able to channel anger into positive pursuits or emotions, and the importance of monitoring children for signs of anxiety and stress. A general message about WISC-TV's ongoing Time for Kids campaign also aired.
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 (5 of 5)	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:	156
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 two vignettes for the first quarter of 2011 stressed: The importance of being able to channel anger into positive pursuits or emotions, and the importance of monitoring children for signs of anxiety and stress. A general message about TVW's ongoing Time for Kids campaign also aired.
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.	Please note that the one-time preemption of Horseland on Saturday, March 12, was due to CBS coverage of NCAA basketball. Horseland was made good in its entirety the following day, Sunday, March 13, at 10 AM, which is that program's second home.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	BUSYTOWN MYSTERIES - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:00 AM (AIRS ON WISC-DT)
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 (2 of 14)	Response
Program Title	BUSYTOWN MYSTERIES -- II
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 8:30 AM (AIRS ON WISC-DT)
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.
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Other Matters (3 of 14)	Response
Program Title	DOODLEBOPS ROCKIN' ROAD SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:00 AM (AIRS ON WISC-DT)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Each episode of the show features a real child, who writes for help or advice with a problem to the Doodles, three animated young members of a band. The child then enters the animated world of the Doodlenet, and sets out on an adventure with the band to find a resolution to the problem, with important life lessons imparted in the process. Each episode reinforces the lesson through a musical interlude that encapsulates the educational message. Specific educational objectives of the program include encouraging viewers to develop positive personal qualities such as honesty and initiative, and providing viewers with a basic understanding and appreciation of music. 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	TROLLZ
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 9:30 AM (AIRS ON WISC-DT)

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	8 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	TROLLZ is an animated series about five teenage girls growing up in a magic and colorful world, who live by the credo B.F.F.L. - Best Friends for Life. The magic in their lives is interwoven into real-world type experiences through which they learn to engage in problem solving, creative thinking, and cooperative strategy skills. The series also provides an opportunity for the five girls to learn how to cope with some of the social and emotional issues of self-esteem relating to physical features and other personal attributes, emerging friendships and peer-group relationships, and other experiences found in Trollzopolis. 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	HORSELAND - I
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAYS 10:00 AM (AIRS ON WISC-DT)
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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
Program Title	HORSELAND -- II	
Origination	Network	
Days/Times Program Regularly Scheduled	SATURDAYS 10:30 AM (AIRS ON WISC-DT)	
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.	HORSELAND is an animated series about five girls and two boys who live in spectacular countryside that houses a farm called Horseland. Each of these main characters has a special horse whose personality is similar to its owner's. Horseland and its unique approach of integrating the personality of the main characters and animals serve to reinforce prosocial themes. Horseland is also a "coming of age" series in which viewers experience and learn from the social interactions, hopes, dreams, and even fears of this group of culturally diverse adolescents. From this background, the experiences of sharing, caring, compromise, friendship, respect, and competition emerge to provide the young viewers with social and emotional guidelines for better understanding many of the life-lessons they need to learn as they grow and develop. 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	ANIMAL ATLAS CLASSICS	
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	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Just as browsing through a good atlas makes information about terrain and natural boundaries accessible and appealing, ANIMAL ATLAS CLASSICS brings information about the natural world of animals to viewers in a non-didactic, entertaining way. Young minds will draw many conclusions about the natural world shown in this series, conclusions that are consistent with nationally published curriculum goals in the natural sciences. They include concepts such as the functions of animals in an ecosystem, the elements of animal classification, and the general emphasis on life science.	

Other Matters (8 of 14)	Response
Program Title	ANIMAL EXPLORATION WITH JAROD MILLER
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.	Each week ANIMAL EXPLORATION WITH JAROD MILLER looks at exotic and domestic animals from his own unique perspective, traveling to zoos and aquariums to explore animals that fit a particular theme, whether it's the need for speed or animal heroes - there's always something amazing happening. It is the mission of this program to inspire viewers, children, and adults alike, and to preserve the innate human instinct to explore. The producers design each episode to reveal to children the world around them in a way that identifies positive role models and pro-social values within an environmentally responsible universe.
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
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.
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
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.	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.
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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	B IN TUNE TV
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	12 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	B IN TUNE TV provides teen audiences with insight into all aspects of the music industry: Songwriting, publishing, management, producing, recording studios, manufacturing, publicity, touring, merchandising, etc. B In Tune TV also boasts an incredible library of archival footage featuring legendary rock, pop, and jazz artists so that their impact and influences on today's stars can be seen and heard. B In Tune TV is an entertaining approach to keeping today's youth informed about what's happening in the world of music.

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.