



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0023962665** | File Number: **CPR-174371** | Submit Date: **10/07/2015** | Call Sign: **WMKE-CD** | Facility ID: **35091** |

City: **MILWAUKEE** | State: **WI**

Service: **Digital Class A** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **10/07/2015** |

Filing Status: **Active**

Report reflects information for : Third Quarter of 2015

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

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

Contact
Representatives
(0)

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

Children's
Television
Information

| Section | Question | Response |
|--------------|-----------------------|---------------------|
| Station Type | Station Type | Network Affiliation |
| | Affiliated network | SSN |
| | Nielsen DMA | Milwaukee |
| | Web Home Page Address | |

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(6)

| Digital Core Program (1 of 6) | | Response |
|--|--|---|
| Program Title | | Aqua Kids |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Wed 9:00AM |
| 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. | | Children can learn about the resources of the oceans and how protection of oceans is necessary to the present and future generations. |
| 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 | | Dragon Fly |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Thu 9:00 am |
| 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. | | Program highlights hands-on projects of practical applications of math and science. It introduces young viewers to critical thinking and problem solving skills. |
| 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 | | Real Life 101 |
| Origination | | Network |

| | |
|--|---|
| Days/Times Program Regularly Scheduled | Fri 9:00 am |
| 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. | Takes children on a journey through the lives of professionals to help them understand why these professionals love what they do. Through this, teen viewers learn about how certain education-based decisions could shape their futures. |
| 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 | The Real Winning Edge |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Fri 9:30 am |
| 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. | Highlights young adults making the right choices when faced with tough decisions and challenges. The series features role models from the professional sports and entertainment industries. |
| 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 | Animal Rescue |
| Origination | Network |

| | |
|--|--|
| Days/Times Program Regularly Scheduled | Wed 9:30 am |
| 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. | "ANIMAL RESCUE" furthers the educational and informational needs of children 13 to 16 years of age with its programming content, including safety tips and informational about various animals and their habitats. The programs also show real life in-the-field experiences of professional and ordinary people taking care of, treating and helping various animals, as well as exhibiting good social responsibility and promoting strong personal and community values |
| 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 | | Dog Tales |
| Origination | | Network |
| Days/Times Program Regularly Scheduled | | Thu 9:30 am |
| 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. | "Dog Tales" program content includes dog safety and care tips, as well as lessons on the responsibility of owning a dog. The show also provides informative segments on various dog breeds and showcases various veterinary experts explaining different issues affecting canines. The weekly series also includes recommended reading lists about dogs, and promotes children's writing and creative skills with essay and art contests. |
| 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 | Ian Milne |
| Address | 6200 Stoneridge Mall Road, Suite 300 |
| City | Pleasanton |
| State | CA |
| Zip | 94588 |
| Telephone Number | 650-759-1663 |
| Email Address | ian@locuspoinetworks. 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 | Did You Ever Wonder |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Wed 8:00 am |
| Total times aired at regularly scheduled time | 13 |
| Length of Program | 30 mins |
| Age of Target Child Audience from | 6 years to 12 years |
| Describe the educational and informational objective of the program and how it meets the definition of Core Programming. | Did You Ever Wonder is a nationally acclaimed children's series that furthers the educational and informational needs of children. Did You Ever Wonder provides answers to the why's and how's on a wide variety of topics such as making chocolate and building computers. |

| Other Matters (2 of 6) | Response |
|--|---|
| Program Title | Kids Cooking For Kids |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Wed 8:30 am |
| 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. | Kids Cooking For Kids serves the educational and informational need of children with its program content, including the importance of proper nutrition and developing good habits for a healthy living. |

| Other Matters (3 of 6) | Response |
|--|---|
| Program Title | Aqua Kids |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Thu 8:00 am |
| 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. | Children can learn about the resources of the oceans and how protection of oceans is necessary to the present and future generations. |

| Other Matters (4 of 6) | Response |
|---|-------------|
| Program Title | Dragon Fly |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Thu 8:30 am |
| 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. | Program highlights hands-on projects of practical applications of math and science. It introduces young viewers to critical thinking and problem solving skills. |

| Other Matters (5 of 6) | Response |
|--|---|
| Program Title | Real Life 101 |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Fri 8:00 am |
| 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. | Takes children on a journey through the lives of professionals to help them understand why these professionals love what they do. Through this, teen viewers learn about how certain education-based decisions could shape their futures. |

| Other Matters (6 of 6) | Response |
|--|---|
| Program Title | The Real Winning Edge |
| Origination | Network |
| Days/Times Program Regularly Scheduled | Fri 8:30 am |
| 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. | Highlights young adults making the right choices when faced with tough decisions and challenges. The series features role models from the professional sports and entertainment industries. |

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>LocusPoint WMKE Licensee, LLC</p> |

Attachments

No Attachments.