



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: 0012649232 | File Number: CPR-166439 | Submit Date: 04/06/2015 | Call Sign: WJFW-TV | Facility ID: 49699 |

City: RHINELANDER | State: WI

Service: Full Service Television | Purpose: Children's TV Programming Report | Status: Received | Status Date:

04/06/2015 | Filing Status: Active

Report reflects information for : First 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
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Wausau-Rhinelanders
	Web Home Page Address	WWW.WJFW.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	3.0
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(12)

Digital Core Program (1 of 12)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is the space station and home of six animal characters in Bob Colar's book series of the same name. The space station is managed by an over-confident and exuberant commander, Comet the dog. The crew includes, Sputnik the pig, a very knowledgeable reader; Haley, a rabbit, Comet's true peer and an athlete; Radar, the monkey, who is somewhat self-involved, Jet, a silent alligator whose gestures and expressions are his mode of communication, and Sal, a congenial three-eyed octopus who runs the counter in the Smoothie Shack, the space station cafe. While the space station supports the missions of a bizarre and diverse array of aliens, the Smoothie Shack is the hub of social interaction for the galaxy. There is always something happening at Astroblast and everyone on the crew has plenty to learn to keep the community happy and on an even keel.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 12)	Response
Program Title	CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Chica Show features a five-year-old "baby" chick that spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. Chica's parents were formerly entertainers in the vaudeville tradition and they regale the audience with stories and songs from their theatrical past. They enjoy and indulge Chica, who sometimes acts younger than her age and gets into all kinds of predicaments. Kelly uses fantasy play to transform herself, Chica, Bunji and Stitches into animated characters in another universe, who are struggling with a problem similar to the one Chica experienced in the Coop. Without fail, they find the problem can be solved and they carry that knowledge back to the Coop to use on another day.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (3 of 12)	Response
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Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:00AM
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	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom focuses on the amazing adventures of a young boy called Tom who, with the power of 'Big World' magic that depends upon specific movements, can transform into a tiny but mighty magical super hero who travels to the wondrous enchanted kingdom of Treetopolis. During each program Tom calls upon the audience to follow his moves and send him the "Big World" magic he needs to solve the problem he and his friends are facing. These friends include Ariella, a butterfly who is also a rancher and has rope lassoing skills, Twigs, an acorn sprite who folds himself into an acorn when he's frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog who is the resident genius inventor. In each episode there are action adventure sequences that are key to resolving the challenge of the day.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (4 of 12)	Response
Program Title	LAZYTOWN

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, and his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. The athlete Sportacus, who lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help, frequently comes to their rescue. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.</p>
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (5 of 12)	Response
Program Title	POPPYCAT
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY - 11:00AM
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars the narrator's own Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmatian who zips around on a skateboard; Alma, a southern belle bunny who is ultra-feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy Egbert, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears, says hello and provides misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap.
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	POPPYCAT
List date and time rescheduled	1/31/2015 - 8:00AM
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-31
Episode #	1/31/2015 -EPCT205DH
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	NOODLE AND DOODLE
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	6
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	6
Length of Program	30 mins
Age of Target Child Audience	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter ego that appears during a transitional segment of the episode. Overall, Noodle and Doodle, demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	1/31/2015 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-31
Episode #	1/31/2015 - ENAD122DH
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	1/10/2015 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-10
Episode #	1/10/2015 - ENAD120DH
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	2/28/2015 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-02-28
Episode #	2/28/2015 - ENAD101DH
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	NOODLE AND DOODLE
List date and time rescheduled	2/21/2015 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-02-21
Episode #	2/21/2015 - ENAD126DH
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	2/7/2015 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-02-07
Episode #	2/7/2015 - ENAD123DH
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	NOODLE AND DOODLE
List date and time rescheduled	1/17/2015 - 8:30AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2015-01-17
Episode #	1/17/2015 - ENAD121DH
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 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.	ANIMAL ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH definition. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL THE OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STANDS ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CARS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMALS ATLAS, VIEWERS DISCOVER THE VARIETY OF PLACES ANIMALS LIVE, HOW THEY FIND FOOD AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM A COMMUNITY OF THOUSANDS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES SUCH AS DIET, LOCOMOTION, ADAPTION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMALS ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING GREEN. ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS AN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE ANIMALS LIVE, YOU'LL FIND ANIMAL ATLAS.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 12)	Response
Program Title	ANIMALS ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:30AM

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ANIMAL ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH definition. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL THE OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STANDS ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CARS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMALS ATLAS, VIEWERS DISCOVER THE VARIETY OF PLACES ANIMALS LIVE, HOW THEY FIND FOOD AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM A COMMUNITY OF THOUSANDS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES SUCH AS DIET, LOCOMOTION, ADAPTION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMALS ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING GREEN. ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS AN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE ANIMALS LIVE, YOU'LL FIND ANIMAL ATLAS.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 12)	Response
Program Title	THE COOLEST PLACES ON EARTH

Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:00AM
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.	THE COOLEST PLACES ON EARTH IS AN EDUCATIONAL AND INFORMATIVE HALF-HOUR, E/I PROGRAM THAT TAKES YOUNG VIEWERS ON A JOURNEY OF DISCOVERY TO THE MOST ASTONISHING PLACES ON THE PLANET- CITIES, FESTIVALS, LANDMARKS, AND JAW DROPPING WORKS OF NATURE - EXPLORING EACH LOCATION'S HISTORY AND CULTURE. EACH EPISODE SHOWCASES THREE SPECIFIC LOCATIONS AND DELIVERS FAST PACED, ENGAGING INFORMATION THAT'S A PERFECT MATCH FOR THE 21ST CENTURY LEARNER. THE SERIES IS PACKED WITH FACTS ABOUT HISTORY, GEOGRAPHY, AND CULTURE. THE GOAL OF THE SERIES IS TO PROVIDE YOUNG VIEWERS WITH THE INSPIRATION AND INFORMATION TO BETTER UNDERSTAND AND APPRECIATE THE CULTURALLY AND GEOGRAPHICALLY DIVERSE WORLD AROUND THEM.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 12)		Response
Program Title	ON THE SPOT	
Origination	Network	

Days/Times Program Regularly Scheduled	SATURDAY - 10:30AM
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ON THE SPOT USES AN ENTERTAINING ON-THE-STREET FORMAT TO TEST HOW WELL YOUNG PEOPLE KNOW THE INFORMATION CONTAINED IN THE COMMON CORE STATE STANDARDS INITIATIVE, AN ATTEMPT TO SET A NATIONAL CURRICULUM TO BRIDGE THE STANDARDS GAPS BETWEEN STATES. THEN, ON THE SPOT EXPLAINS THE ANSWER TO EACH QUESTION. ON THE SPOT CHALLENGES VIEWERS TO RECALL MIDDLE AND HIGH SCHOOL KNOWLEDGE ABOUT HISTORY, SCIENCE, MATH, ENGLISH, SECOND LANGUAGES, HEALTH, GEOGRAPHY, ART, MUSIC, AND TECHNOLOGY, AND THEN TEACHES THEM THE ANSWER.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)	Response
Program Title	FAMILY STYLE WITH CHEF JEFF
Origination	Network
Days/Times Program Regularly Scheduled	SATURYDAY - 11:00AM

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.	FAMILY STYLE WITH CHEF JEFF IS AND EDUCATIONAL AND INFORMATIVE HALF HOUR, E/I SERIES THE TEACHES VIEWERS HOW MAKING THE RIGHT CHOICES IN THE KITCHEN CAN LEAD TO LIFE-CHANGING EXPERIENCES FOR THE ENTIRE FAMILY. EACH EPISODE FEATURES INTERESTING AND VALUABLE HEALTH AND NUTRITION INFORMATION AS VIEWERS ALSO LEARN HOW TO COOK HEALTHIER VERSIONS OF SOME OF OUR FAVORITE DISHES. FAMILY STYLE USES UNIQUE STRUCTURAL COMPONENTS TO HELP YOUNG VIEWERS RETAIN AND REFLECT ON IMPORTANT AND CURRENT HEALTH-RELATED INFORMATION. THE SERIES ALSO FEATURES NUTRITION QUIZZES, HEALTH TIPS, AND CHEF JEFF'S OWN POSITIVE REINFORCEMENT. THE GOAL OF THE SERIES IS TO HELP YOUNG VIEWERS MAKE WELL INFORMED CHOICES ABOUT THEIR EATING HABITS, NUTRITION AND HEALTH.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (12 of 12)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:30AM

Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	<p>ANIMAL ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH definition. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL THE OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STANDS ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CARS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMALS ATLAS, VIEWERS DISCOVER THE VARIETY OF PLACES ANIMALS LIVE, HOW THEY FIND FOOD AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM A COMMUNITY OF THOUSANDS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES SUCH AS DIET, LOCOMOTION, ADAPTION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMALS ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING GREEN. ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS AN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE ANIMALS LIVE, YOU'LL FIND ANIMAL ATLAS.</p>
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	ELIZABETH EVANS
Address	3217 COUNTY ROAD G
City	RHINELANDER
State	WI
Zip	54501
Telephone Number	715-365-8812
Email Address	LEVANS@WJFW.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 (10)

Other Matters (1 of 10)	Response
Program Title	ASTROBLAST
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 8:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Astroblast is the space station and home of six animal characters in Bob Colar's book series of the same name. The space station is managed by an over-confident and exuberant commander, Comet the dog. The crew includes, Sputnik the pig, a very knowledgeable reader; Haley, a rabbit, Comet's true peer and an athlete; Radar, the monkey, who is somewhat self-involved, Jet, a silent alligator whose gestures and expressions are his mode of communication, and Sal, a congenial three-eyed octopus who runs the counter in the Smoothie Shack, the space station cafe. While the space station supports the missions of a bizarre and diverse array of aliens, the Smoothie Shack is the hub of social interaction for the galaxy. There is always something happening at Astroblast and everyone on the crew has plenty to learn to keep the community happy and on an even keel.

Other Matters (2 of 10)	Response
Program Title	THE CHICA SHOW
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 8:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Chica Show features a five-year-old "baby" chick that spends her days with her parents in their costume shop, the Coop. The shop's one employee, Kelly, doubles as Chica's nanny and the ensemble is rounded out with Bunji, a large floppy eared rabbit and Stitches, a straw mannequin that sits in the window. Chica's parents were formerly entertainers in the vaudeville tradition and they regale the audience with stories and songs from their theatrical past. They enjoy and indulge Chica, who sometimes acts younger than her age and gets into all kinds of predicaments. Kelly uses fantasy play to transform herself, Chica, Bunji and Stitches into animated characters in another universe, who are struggling with a problem similar to the one Chica experienced in the Coop. Without fail, they find the problem can be solved and they carry that knowledge back to the Coop to use on another day.
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Other Matters (3 of 10)	Response
Program Title	TREE FU TOM
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Tree Fu Tom focuses on the amazing adventures of a young boy called Tom who, with the power of 'Big World' magic that depends upon specific movements, can transform into a tiny but mighty magical super hero who travels to the wondrous enchanted kingdom of Treetopolis. During each program Tom calls upon the audience to follow his moves and send him the "Big World" magic he needs to solve the problem he and his friends are facing. These friends include Ariella, a butterfly who is also a rancher and has rope lassoing skills, Twigs, an acorn sprite who folds himself into an acorn when he's frightened, Squirmturn, a pill bug who looks like a large and imposing coal miner but is often timid and fearful, and Zigzoo, a green tree frog who is the resident genius inventor. In each episode there are action adventure sequences that are key to resolving the challenge of the day.

Other Matters (4 of 10)	Response
Program Title	LAZYTOWN
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:30AM

Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named Stephanie who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, Ziggy, Stingy, Trixie and Pixel, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, Mayor Milford Meanswell, and his friend Ms. Busy Body to support her efforts. Robbie Rotten, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. The athlete Sportacus, who lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help, frequently comes to their rescue. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.
Other Matters (5 of 10)	
Program Title	POPPYCAT
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:00AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars the narrator's own Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmatian who zips around on a skateboard; Alma, a southern belle bunny who is ultra-feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy Egbert, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears, says hello and provides misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap.

Other Matters (6 of 10)	Response
Program Title	EARTH TO LUNA
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Earth to Luna is a Brazilian animated series specifically aimed at teaching 2-5 year old children how to ask questions about nature and science and vigorously pursue the answers. The show encourages curiosity, research, and critical thinking. Each episode of the show is focused on a particular creature, object, or phenomenon that would be of interest to the target audience. For example, Luna might wonder how she can grow a plant without a seed and finds the answer through her inquiry process. The characters, Luna, Jupiter (her brother), and Clive (their pet ferret) embark on a research effort that takes the audience through each step that answers their overarching question. The show uses recurring features, signature phrases, and songs to cue the audience when they need to do research, when they transition to the adventure, and when they have reached the ending to review all they've learned.

Other Matters (7 of 10)	Response
Program Title	ANIMAL ATLAS
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 9:00-10:00AM / 11:30AM
Total times aired at regularly scheduled time	39
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.	ANIMAL ATLAS IS AN ENTERTAINING AND EDUCATIONAL HALF HOUR WILDLIFE PROGRAM SHOT EXCLUSIVELY IN HIGH definition. THE SHOW INTRODUCES YOUNG VIEWERS TO EVERY KIND OF ANIMAL IMAGINABLE, FROM THE FAMILIAR TO THE ASTOUNDING, INCLUDING APES AND GIANT LIZARDS, SHARKS AND TIGERS, AND ALL THE OTHER ANIMALS FROM THE AMERICAS, AFRICA, ASIA, AUSTRALIA, AND EVERYWHERE IN BETWEEN. ANIMAL ATLAS PROMOTES A BETTER UNDERSTANDING OF HOW VARIOUS ANIMAL SPECIES LIVE AND WHAT THEY NEED TO SURVIVE. EACH EPISODE STANDS ALONE AS AN ENTERTAINING LOOK INTO THE WORLD OF ANIMALS- WHETHER VISITING A PARTICULAR GROUP OF ANIMALS, SUCH AS BIG CARS, OR MEETING THE ANIMALS OF AN ENTIRE CONTINENT. THROUGH ANIMALS ATLAS, VIEWERS DISCOVER THE VARIETY OF PLACES ANIMALS LIVE, HOW THEY FIND FOOD AND HOW THEY PLAY. THE SHOW ALSO LOOKS AT HOW FAMILY UNITS OPERATE, FROM A COMMUNITY OF THOUSANDS OF PRAIRIE DOGS, TO A PRIDE OF LIONS, TO A SCHOOL OF FISH. CERTAIN EPISODES ALSO EXPLORE ANIMAL FEATURES SUCH AS DIET, LOCOMOTION, ADAPTION, AND HOW ANIMALS TAKE CARE OF THEIR YOUNG. ALONG THE WAY, ANIMALS ATLAS EDUCATES YOUNG VIEWERS ABOUT ENDANGERED SPECIES AND PROVIDES INFORMATION ON HOW TO SUPPORT WILDLIFE CONSERVATION. FOR A POPULATION OF YOUNG VIEWERS ATTUNED TO THE IMPORTANCE OF GOING GREEN. ANIMAL ATLAS IS NOT ONLY ENTERTAINING, IT IS CULTURALLY RELEVANT AND IMPORTANT. ANIMAL ATLAS OFFERS AN INCREDIBLE AND WILDLY ENTERTAINING ADVENTURE THROUGH THE ANIMAL WORLD. LEARNING ABOUT ANIMALS HAS NEVER BEEN MORE FUN! JUST SPIN THE GLOBE. ANYWHERE, EVERYWHERE ANIMALS LIVE, YOU'LL FIND ANIMAL ATLAS.
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Other Matters (8 of 10)	Response
Program Title	THE COOLEST PLACES ON EARTH
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 10:00AM
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 COOLEST PLACES ON EARTH IS AN EDUCATIONAL AND INFORMATIVE HALF-HOUR, E/I PROGRAM THAT TAKES YOUNG VIEWERS ON A JOURNEY OF DISCOVERY TO THE MOST ASTONISHING PLACES ON THE PLANET- CITIES, FESTIVALS, LANDMARKS, AND JAW DROPPING WORKS OF NATURE - EXPLORING EACH LOCATION'S HISTORY AND CULTURE. EACH EPISODE SHOWCASES THREE SPECIFIC LOCATIONS AND DELIVERS FAST PACED, ENGAGING INFORMATION THAT'S A PERFECT MATCH FOR THE 21ST CENTURY LEARNER. THE SERIES IS PACKED WITH FACTS ABOUT HISTORY, GEOGRAPHY, AND CULTURE. THE GOAL OF THE SERIES IS TO PROVIDE YOUNG VIEWERS WITH THE INSPIRATION AND INFORMATION TO BETTER UNDERSTAND AND APPRECIATE THE CULTURALLY AND GEOGRAPHICALLY DIVERSE WORLD AROUND THEM.

Other Matters (9 of 10)	Response
Program Title	ON THE SPOT
Origination	Network

Days/Times Program Regularly Scheduled	SATURDAY - 10:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	ON THE SPOT USES AN ENTERTAINING ON-THE-STREET FORMAT TO TEST HOW WELL YOUNG PEOPLE KNOW THE INFORMATION CONTAINED IN THE COMMON CORE STATE STANDARDS INITIATIVE, AN ATTEMPT TO SET A NATIONAL CURRICULUM TO BRIDGE THE STANDARDS GAPS BETWEEN STATES. THEN, ON THE SPOT EXPLAINS THE ANSWER TO EACH QUESTION. ON THE SPOT CHALLENGES VIEWERS TO RECALL MIDDLE AND HIGH SCHOOL KNOWLEDGE ABOUT HISTORY, SCIENCE, MATH, ENGLISH, SECOND LANGUAGES, HEALTH, GEOGRAPHY, ART, MUSIC, AND TECHNOLOGY, AND THEN TEACHES THEM THE ANSWER.
Other Matters (10 of 10)	
Program Title	FAMILY STYLE WITH CHEFF JEFF
Origination	Network
Days/Times Program Regularly Scheduled	SATURDAY - 11:00AM
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.	FAMILY STYLE WITH CHEF JEFF IS AND EDUCATIONAL AND INFORMATIVE HALF HOUR, E/I SERIES THE TEACHES VIEWERS HOW MAKING THE RIGHT CHOICES IN THE KITCHEN CAN LEAD TO LIFE-CHANGING EXPERIENCES FOR THE ENTIRE FAMILY. EACH EPISODE FEATURES INTERESTING AND VALUABLE HEALTH AND NUTRITION INFORMATION AS VIEWERS ALSO LEARN HOW TO COOK HEALTHIER VERSIONS OF SOME OF OUR FAVORITE DISHES. FAMILY STYLE USES UNIQUE STRUCTURAL COMPONENTS TO HELP YOUNG VIEWERS RETAIN AND REFLECT ON IMPORTANT AND CURRENT HEALTH-RELATED INFORMATION. THE SERIES ALSO FEATURES NUTRITION QUIZZES, HEALTH TIPS, AND CHEF JEFF'S OWN POSITIVE REINFORCEMENT. THE GOAL OF THE SERIES IS TO HELP YOUNG VIEWERS MAKE WELL INFORMED CHOICES ABOUT THEIR EATING HABITS, NUTRITION AND HEALTH.

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>NORTHLAND TELEVISION, LLC</p>

Attachments

No Attachments.