



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0009961889** | File Number: **CPR-131225** | Submit Date: **07/05/2012** | Call Sign: **WLAX** | Facility ID: **2710** | City:
LA CROSSE | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:
07/05/2012 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2012**

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	FOX
	Nielsen DMA	LaCrosse-Eau Claire
	Web Home Page Address	www.fox2548.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	4.0
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:	6.0
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(14)

Digital Core Program (1 of 14)		Response
Program Title		YOUNG ICONS (17.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT 7AM-730AM (4/7-6/30/2012)
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 Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things. (E/I) for children age 13-16
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (2 of 14)		Response
Program Title		PETS.TV (17.1)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SAT 730AM-8AM (4/7-6/30/2012)
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 show,"Pets.TV", explains the positives and negatives of pet ownership, including how to care for your pet, and features segments on owners, trainers and other people who interact with domesticated animals.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (3 of 14)	Response
Program Title	THE REAL WINNING EDGE (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 8AM-830AM (4/7-6/30/2012)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (4 of 14)	Response
Program Title	DOG TALES (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 830AM-9AM (4/7-6/30/2012)
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" serves the educational and informational needs with its program content, including 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. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Core Program (5 of 14)	Response
Program Title	MLB PLAYER POLL (17.1)
Origination	Network
Days/Times Program Regularly Scheduled	SAT 2PM-230PM (4/7-6/30/2012)
Total times aired at regularly scheduled time	9
Total times aired	13
Number of Preemptions	4
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	4
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.	MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCC's E/I standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm
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	MLB PLAYER POLL (17.1)
List date and time rescheduled	5/18 1130AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-05-19
Episode #	5/19/2012 2PM #MLBPP107
Reason for Preemption	Other

Digital Preemption Programs #2

Questions	Response
Title of Program	MLB PLAYER POLL (17.1)
List date and time rescheduled	4/29 10AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-04-28
Episode #	4/28/2012 2PM #MLBPP104
Reason for Preemption	Other

Digital Preemption Programs #3

Questions	Response
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Title of Program	MLB PLAYER POLL (17.1)
List date and time rescheduled	5/13 10AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-05-12
Episode #	5/12/2012 2PM #MLBPP106
Reason for Preemption	Other

Digital Preemption Programs #4

Questions	Response
Title of Program	MLB PLAYER POLL (17.1)
List date and time rescheduled	4/14 11AM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-04-14
Episode #	4/14/2012 2PM #MLBPP102
Reason for Preemption	Other

Digital Core Program (6 of 14)	Response
Program Title	JACK HANNA'S INTO THE WILD (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 7AM-730AM (4/1-6/24/25/2012)
Total times aired at regularly scheduled time	12
Total times aired	12
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	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.	"Jack Hanna's Into The Wild" takes viewers on exciting journeys to learn about animals and the places they live. In addition to the educational aspect of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conversation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with the concern of the conservation status of wildlife and the environment enforces the educational value and impact of the program. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.
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	JACK HANNA'S INTO THE WILD (17.1)
List date and time rescheduled	NOT RESCHEDULED OFF-AIR
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	No
Date Preempted	2012-04-14
Episode #	4/14/2012 #419
Reason for Preemption	Other

Digital Core Program (7 of 14)	Response
Program Title	THE REAL WINNING EDGE (17.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8AM-830AM (4/1-6/24/2012)
Total times aired at regularly scheduled time	13
Total times aired	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (8 of 14)	Response
Program Title	TEEN KIDS NEWS (17.1)
Origination	Network
Days/Times Program Regularly Scheduled	SUN 830AM-9AM (4/1-6/24/2012)
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year old's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (9 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7AM & 730AM (4/7-6/30/2012)
Total times aired at regularly scheduled time	26
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (10 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 8AM & 830AM (4/7-6/30/2012)
Total times aired at regularly scheduled time	26
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (11 of 14)	Response
Program Title	MADABOUT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 9AM & 930AM (4/7-6/30/2012)
Total times aired at regularly scheduled time	26
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.	MadAbout provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About... explores being "green" and understanding how our actions impact the world. The MadAbout... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. MadAbout... uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the MadAbout... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 7AM & 730AM (4/1-6/24/2012)
Total times aired at regularly scheduled time	26
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theater. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 8AM & 830AM (4/1-6/24/2012)
Total times aired at regularly scheduled time	26
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 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures "(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (14 of 14)	
	Response
Program Title	EDGEMONT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 9AM & 930AM (4/1-6/24/2012)
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.	"Edgemont" is designed to entertain its youth audience and also inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The program illustrates the potential consequences of choices these viewers may face and these outcomes provide "life lessons" that are shown plainly to the teen audience. "Edgemont" further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.
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	PATRICIA STIPHOUT
Address	1305 INTERCHANGE PLACE
City	LA CROSSE
State	WI
Zip	54603
Telephone Number	(608) 781-0025
Email Address	PROMOTION@FOX2548.COM
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	On Sunday, 4/15/2012 WLAX-DT was off-air due to transmitter problems. The children's program "Jack Hanna's Into the Wild" did not air on the WLAX-DT channel, but did air on the WEUX-DT channel.

Other Matters (14)

Other Matters (1 of 14)	Response
Program Title	YOUNG ICONS 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 7AM-730AM (7/7-9/29/2012)
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 Young Icons" gives you a glimpse inside the lives of the brightest and the best of America's youth (age 18 and younger), including world-class athletes, accomplished artists, scholars, philanthropists, and entrepreneurs. These extraordinary young people are making a real difference in the world, and prove that children really can accomplish amazing and inspirational things. (E/I) for children age 13-16

Other Matters (2 of 14)	Response
Program Title	PETS.TV 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 730AM-8AM (7/7-9/29/2012)
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 show,"Pets.TV", explains the positives and negatives of pet ownership, including how to care for your pet, and features segments on owners, trainers and other people who interact with domesticated animals.

Other Matters (3 of 14)	Response
Program Title	THE REAL WINNING EDGE 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 8AM-830AM (7/7-9/29/2012)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"The Real Winning Edge" is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives.
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Other Matters (4 of 14)	Response
Program Title	DOG TALES 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT 830AM-9AM (7/7-9/29/2012)
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.	"Dog Tales" serves the educational and informational needs with its program content, including 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. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.

Other Matters (5 of 14)	Response
Program Title	MLB PLAYER POLL 17.1
Origination	Network
Days/Times Program Regularly Scheduled	SAT 2PM-230PM(7/7-9/29/2012)
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.	MLB Player Poll will serve the educational and informational needs of teenagers by providing insight into the opinions and perspectives of Major League Baseball players. Specifically, the 2012 season of MLB Player Poll will educate young viewers on how the game of baseball is played and provide instructions regarding the techniques that successful players use. The show will also glean insight into players' preferences in areas outside of baseball with topics like "What Career Interests You After You Retire from Baseball?," or "What Is Your Favorite City To Play In?" or "What Player From History Would You Most Like To Watch/Play For/Play Against?" In addition, MLB Player Poll will provide examples of healthy debate, expressing an opinion using supporting evidence and analyzing statistics to confirm or refute a previous held belief. The results of the poll question that will serve as the heart of each episode will be represented graphically using traditional charts and graphs in a manner designed to help teenagers process similar information they will encounter in newspapers, magazines and textbooks. Finally, the emphasis on physical education in each episode of MLB Player Poll will inspire young viewers to get off the couch, go outside and exercise. MLB Productions, with continued guidance and advice from NASPE (National Association for Sport and Physical Education), will strive to make every episode of MLB Player Poll meet the FCC's E/I standards for young adult programming. The program is regularly scheduled and airs between the hours of 7:00 am and 10:00 pm.

Other Matters (6 of 14)	Response
Program Title	JACK HANNA'S INTO THE WILD 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 7AM-730AM (7/1-9/30/2012)
Total times aired at regularly scheduled time	14
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.	"Jack Hanna's Into The Wild" takes viewers on exciting journeys to learn about animals and the places they live. In addition to the educational aspect of the program, Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conversation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with the concern of the conservation status of wildlife and the environment enforces the educational value and impact of the program. The program was regularly scheduled and aired between the hours of 7:00am and 10:00pm. The program is 30 minutes in length, and was identified as an educational and informational show, targeted to teens (13-16 year old), at the beginning of each broadcast and in listings provided to publishers of program guides.

Other Matters (7 of 14)	Response
Program Title	THE REAL WINNING EDGE 17.1

Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 8AM-830AM (7/1-9/30/2012)
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Real Winning Edge is a weekly half-hour E/I (13-16) series introducing viewers to some of the most incredibly talented young people in America. But it's more than a showcase for kids with exceptional talent and athleticism. It's about teenagers who've built character through their struggles with cancer or death of a loved one. It's about kids who have come face-to-face with drug abuse and peer pressure without losing their focus on their goal. Through interviews and profiles, these remarkable young people provide honest answers about how they dealt with adversity in their lives. Each half-hour program includes three segments featuring the personal stories of outstanding young people. The stories are introduced by an all-star team of high-profile, professional celebrities.

Other Matters (8 of 14)	Response
Program Title	TEEN KIDS NEWS 17.1
Origination	Syndicated
Days/Times Program Regularly Scheduled	SUN 830AM-9AM (7/1-9/30/2012)
Total times aired at regularly scheduled time	14
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.	Teen Kids News meets FCC requirements for "core children's programming" by producing each week educational features such as, "College and You" (tips for choosing and getting into college), and "Word," (vocabulary skills training), as well as informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The Program stimulates the 13 - 16 year old's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement of their academic and educational experience. More than 5,000 schools are using TKN as part of their school curriculum and affiliate stations have already contacted school systems in that regard. The full scripts are available to provide easy access for teachers to use in their classrooms.
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Other Matters (9 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 7AM & 730AM (7/7-9/29/2012)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures"(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (10 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 8AM & 830AM (7/7-9/29/2012)

Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures"(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (11 of 14)	Response
Program Title	MADABOUT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SAT 9AM & 930AM (7/7-9/29/2012)
Total times aired at regularly scheduled time	26
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.	"MadAbout" provides CORE programming in the area of Financial Literacy, Nutrition, Earth Science, Ecology, Health, Life Skills and Fitness that tie to state and national education standards. Mad About... explores being "green" and understanding how our actions impact the world. The MadAbout... team find out about healthy snacks and proper exercise through sketch comedy segments. Music videos teach financial literacy and the importance of family budgeting. Animation reinforces concepts of cyber bully prevention. II. MadAbout... uses the technique of sketch comedy, music videos, animation and kid on the street interviews to teach, entertain and inspire teens to make quality life decisions. The diverse and dynamic cast of young people who make up the MadAbout... cast combine their natural curiosity with their enthusiasm to inform teens and their families about society's most important issues and life skills.

Other Matters (12 of 14)	Response
Program Title	GREEN SCREEN ADVENTURERS 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 7AM & 730AM (7/1-9/30/2012)
Total times aired at regularly scheduled time	28
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures"(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.

Other Matters (13 of 14)	Response
Program Title	GREEN SCREEN ADVENTURES 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 8 AM & 830AM (7/1-9/30/2012)
Total times aired at regularly scheduled time	28
Length of Program	30 mins
Age of Target Child Audience from	7 years to 13 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	"Green Screen Adventures"(GSA) is an educational children's television series intended to promote literacy. Utilizing humor as a powerful learning tool, GSA sparks enthusiasm for writing through age-appropriate sketch comedy, original songs, puppetry, and story theatre. By basing the stories on the writing of elementary school students, ages 7-13, children get the message that their words have power, and that their voices are being heard. Since its debut in 2007, GSA has produced 165 half-hour episodes that feature stories written by almost 1,000 elementary school students. GSA provides something that educators can't necessarily offer or replicate in a school setting, as it gives students a real world connection to their writing. Young students have the opportunity to understand the impact of writing on a broader audience by submitting their own writing to the show for consideration and adaptation. Green Screen's company of performers and writers reinforces critical writing skills and emphasizes positive social messages. In addition to academic skills, GSA focuses on the five Cs: Creativity, Curiosity, Confidence, Citizenship, Compassion.
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Other Matters (14 of 14)	Response
Program Title	EDGEMONT 17.2
Origination	Network
Days/Times Program Regularly Scheduled	SUN 9AM & 930AM (7/1-9/30/2012)
Total times aired at regularly scheduled time	28
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.	"Edgemont" is designed to entertain its youth audience and also inform and educate these viewers about issues that arise in school and at home. Storylines focus on the social and emotional challenges that every secondary school student faces, from forming and maintaining friendships and romantic attachments, to ethical and moral choices and family relationships. The program illustrates the potential consequences of choices these viewers may face and these outcomes provide "life lessons" that are shown plainly to the teen audience. "Edgemont" further benefits its viewers by opening dialogue with peers and potentially also parents and educators regarding the topics portrayed in the series.

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>Grant Media LLC</p>

Attachments

No Attachments.