



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0002209260** | File Number: **CPR-128858** | Submit Date: **04/06/2012** | Call Sign: **WVTV** | Facility ID: **74174** | City: **MILWAUKEE** | State: **WI**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date: **04/06/2012** | Filing Status: **Active**

Report reflects information for : First 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	CW
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.CW18Milwaukee.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	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?	No

Digital Core Programs(7)

Digital Core Program (1 of 7)	Response
Program Title	Magi-Nation
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's 7:00 a.m. - 7:30 a.m. and 7:30 a.m.- 8:00 a.m. (1/7/12 - 2/11/12)
Total times aired at regularly scheduled time	12
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	7 years to 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	By focusing on the thrilling adventures of Tony, Edyn and Strag along with the other forces for good in their battle with evil, the series provides young viewers with a non-threatening arena from which to observe and learn from the actions of others. The inhabitants of Magi-Nation take their dreams and craft them into vast and fantastical realities, creating spectacular Dream Creatures and magical artifacts. The program tells the tale of an ancient evil that has returned to conquer the peaceful Moonlands, and the young stranger who is the hero to help save the inhabitants of Magi-Nation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 7)	Response
Program Title	Cubix, Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's 7:00 a.m. - 7:30 a.m. and 7:30 a.m. - 8:00 a.m. (2/18/12 - 3/31/12)
Total times aired at regularly scheduled time	14
Total times aired	

Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CUBIX is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of the program is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 7)	
	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday's 7:00 a.m. - 7:30 a.m. (1/5/12- 3/29/12)
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.	"Eco Company" is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology. It offers advice on how to be more eco-wise, while performing daily activities. The show also includes 'eco bytes' (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism, rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 7)		Response
Program Title	Wild LTD	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	Monday's 7:00 a.m. - 7:30 a.m. (1/2/12- 3/26/12)	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 7)	
	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday's 7:00 a.m. - 7:30 a.m. (1/3/12- 3/27/12)
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 is about the world of dogs. Each episode profiles a breed, its history, its popularity and its characteristics. Viewers will learn the differences in dogs, and how they affect their lives. We are showing families who own particular breeds, and how they interact with their animals and how they are a valuable part of the family. We also have several dog experts, explaining the various dog needs health, nutrition, safety, care, etc.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 7)	
	Response
Program Title	Dragonfly TV
Origination	Syndicated

Days/Times Program Regularly Scheduled	Wednesday's 7:00 a.m. - 7:30 a.m. (1/4/12- 3/28/12)
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 7)	
	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday's 7:00 a.m. - 7:30 a.m. (1/6/12-3/30/12)
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.	"Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"
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	David Ford
Address	4041 N. 35th Street
City	Milwaukee
State	WI
Zip	53216
Telephone Number	414-442-7050
Email Address	

<p>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.</p>	<p>PUBLIC SERVICE ANNOUNCEMENTS During this quarter, WVTV aired 517 public service announcements covering a variety of topics affecting families and children. (Additional materials enclosed in the station's public file) "MKE CARES" ANNOUNCEMENTS WVTV produces public service announcements entitled "MKE Cares" which air several times a day. Local non-profit organizations utilize this community service project to promote their community programs and activities for families and children. (Additional materials enclosed in the station's public file) "BRAIN BREAK" CHILDREN'S PUBLIC SERVICE ANNOUNCEMENTS WVTV locally produces educational based public service announcements, entitled "Brain Break," which air several times a day during children's educational/informational programming. The "Brain Break" topics covered during this quarter include: reptiles, food, stamps, birds, archeology, sports, science, American history, dinosaurs, astronomy, ocean life, United States Presidents, space, states, Wisconsin, Milwaukee, geography, animals, and weather (Additional materials enclosed in the station's public file) AMBER ALERT WVTV continues to participate in the Wisconsin Amber Alert Plan. At present, the Amber Alert System for Broadcast Distribution is only activated for children abducted in Wisconsin. The bulletin is distributed to us through the Emergency Alert System (EAS) by state law enforcement. The alert follows the following criteria: the child must be 17 years or younger; the child must be in danger of serious bodily harm or death; the initiating law enforcement agency must have enough descriptive information about the child, the suspect(s), and or suspect vehicle(s), to believe an immediate broadcast will help locate the child. BROADCAST/NON-BROADCAST EFFORTS HISPANIC CHAMBER OF COMMERCE WVTV donated staffing and website advertising to the Gala Auction on January 21, 2012 with proceeds benefitting The Hispanic Chamber of Commerce of Wisconsin (HCCW) scholarship fund. Six Bucks tickets were also donated to the silent auction to benefit the Minority Scholarship Fund with a value of \$568.05. WVTV aired 47 spots promoting their annual gala. Production was also donated to create this spot. The Station's general manager continued to foster our gold membership with the Hispanic Chamber of Commerce of Wisconsin, again with proceeds going to the scholarship fund. The Hispanic Chamber of Commerce of Wisconsin has for decades effectively promoted the interests of Wisconsin's Hispanic and other small businesses. It fosters economic development, educates future generations and maintains a strong and prominent community presence. (Additional materials enclosed in the station's public file.) FINAL FOUR FUNDRAISER TO BENEFIT THE MACC FUND WVTV donated four Bucks tickets to the Third Annual Final Four FUNdraiser at Mo's Irish Pub in Milwaukee, Wisconsin, hosted by Team Jeremy Rosen on Saturday, March 31, 2012. All of the proceeds from this exciting event benefit the MACC Fund - Midwest Athletes Against Childhood Cancer. (Additional materials enclosed in the station's public file.) THE UNITED WAY OF GREATER MILWAUKEE WVTV donated production, 30 extra commercials and web banner ads. The campaign was to help address the high infant mortality rate in Milwaukee during Black History Month. PEACE UNITED METHODIST CHURCH ANNUAL SPAGHETTI DINNER WVTV donated prizing to the Peace United Methodist Church Annual Spaghetti Dinner Fundraiser on February 11, 2012, with proceeds benefiting the Church's Youth Group. The Youth Group is an organization that teaches leadership while fostering community involvement and outreach by its young adult members. Donated prizing for the fundraiser's raffle included: a Visa Gift Card, two station branded t-shirts, a station branded hat, and four Bucks tickets. (Additional materials enclosed in the station's public file.)</p>
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Other Matters (6)

Other Matters (1 of 6)	Response
Program Title	Cubix, Robots For Everyone
Origination	Network
Days/Times Program Regularly Scheduled	Saturday's, 7:00 a.m. - 7:30 a.m. and 7:30 a.m. -8:00 a.m. (4/7/12- 6/30/12)
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	6 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	CUBIX is a futuristic animated series that features a diverse group of adolescent characters and their intelligent, "feeling" robot. A significant purpose of the program is to inspire and promote pro-social values and altruistic behaviors such as community participation and support, resilience, tolerance, and perseverance. The social-emotional learning objectives of the series include the modeling and reinforcement of age appropriate interpersonal skills, self-confidence, courage and personal responsibility.

Other Matters (2 of 6)	Response
Program Title	Eco Company
Origination	Syndicated
Days/Times Program Regularly Scheduled	Thursday's, 7:00 a.m. - 7:30 a.m. (4/5/12- 6/28/11)
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.	"Eco Company" is a teen-hosted program that profiles individuals and organizations committed to environmental issues, reports on the latest recycling and nature conservation efforts and advances in renewable energies and carbon footprint-reducing technology. It offers advice on how to be more eco-wise, while performing daily activities. The show also includes 'eco bytes' (bits of trivia related to environmental issues) and video footage uploaded by teen viewers to the show's website. This kid-friendly series uses peer reporting to address various environmental issues from a youthful point of view. By doing so, it enthusiastically encourages young adults to become more proactive about environmentalism, rather than just talking about the importance of living green. It also stresses the positive impact that young people's efforts, no matter how small they might seem, can have on the larger world around them.

Other Matters (3 of 6)	
	Response
Program Title	Wild LTD
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday's, 7:00 a.m. - 7:30 a.m. (4/2/12- 6/25/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Wild Ltd is a half hour conservation series, and in each episode the cameras follow Game Ranger Michelle Garforth-Venter, on her adventures both on land and under the water. Michelle meets researchers and veterinarians and learns about their work - suggesting job opportunities in the conservation world. Michelle always teaches about the anatomy of the species at hand, the conservation listing and why / how we can better preserve their population numbers. Each episode is designed to reveal to children the value of wild spaces and the creatures that live within.

Other Matters (4 of 6)	
	Response
Program Title	Dog Tales
Origination	Syndicated
Days/Times Program Regularly Scheduled	Tuesday's, 7:00 a.m. - 7:30 a.m. (4/3/12- 6/26/12)
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
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Other Matters (5 of 6)	
	Response
Program Title	Dragon Fly TV
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday's, 7:00 a.m. - 7:30 a.m. (4/4/12- 6/27/12)
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This program features children engaging in various science projects and demonstrates practical applications of mathematics and science from multiple scientific fields. It introduces young viewers to a variety of scientific disciplines and challenges them in critical thinking and problem solving skills, while providing valuable information to reach answers. Examples of program episodes include studying various ecosystems, sea turtles, and rocket propulsion. Each episode is engaging, entertaining and educational in structure, allowing children to gain an appreciation for science in a unique and entertaining way.

Other Matters (6 of 6)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday's, 7:00 a.m. - 7:30 a.m. (4/6/12-6/29/12)
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.	"Career Day" guides young people to potential career paths. The show features inspirational interviews with successful celebrities, entrepreneurs and business people, from world renowned brain surgeons to marine biologists, who share their career stories with young people. This motivational show is fun and exciting and tries to help kids answer the age old question: "What do I want to be when I grow up?"

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>WVTV Licensee, Inc</p>

Attachments

No Attachments.