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# Children's Television Programming Report

FRN: **0019682483** | File Number: **CPR-169217** | Submit Date: **06/30/2015** | Call Sign: **WMLW-TV** | Facility ID: **68545**  
City: **RACINE** | State: **WI**  
Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:  
**06/30/2015** | Filing Status: **Active**

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## Report reflects information for : Second 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
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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	Independent
	Affiliated network	
	Nielsen DMA	Milwaukee
	Web Home Page Address	www.wmlw.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	504.0
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:	10.0
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(26)**

Digital Core Program (1 of 26)	Response
Program Title	GREEN SCREEN ADVENTURES (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7-7:30AM
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	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREEN SCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (2 of 26)	Response
Program Title	JACK HANNA'S ANIMAL ADVENTURES (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8AM
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.	EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 26)	Response
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Program Title	JACK HANNA'S ANIMAL ADVENTURES-II (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
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.	EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (4 of 26)</b>		<b>Response</b>
Program Title	JACK HANNA'S INTO THE WILD (49.1)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SAT,8:30-9A	
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.	Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.	

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 26)	Response
Program Title	ANIMAL ATLAS (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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 explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 26)	Response
Program Title	SPORTS STARS OF TOMORROW (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	A weekly tv magazine with the purpose of presenting to teenage viewers a look at the inspirational stories and achievements of their contemporaries who are or have excelled in sports and life through hard work and focused dedication. These role model situations are presented through a variety of approaches.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (7 of 26)	Response
Program Title	CULTURE CLICK (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	Culture Click is a weekly half-hour series that explores the relationship between cultural events and every-day life. Developed and produced for viewers aged 13-16, Culture Click analyzes topics that are trending on the internet and provides insight and perspective on issues that shape our society.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 26)	Response
Program Title	LIVE LIFE AND WIN (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	LIVE LIFE and WIN! is a weekly Educational/Informational (E/I), nationally syndicated TV series highlighting inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. LIVE LIFE and WIN! helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions, and gain knowledge about life skills necessary to LIVE LIFE and WIN!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 26)	Response
Program Title	ANIMAL ATLAS (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,10-10:30A
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 explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (10 of 26)</b>		<b>Response</b>
Program Title		SAFARI TRACKS (49.2)
Origination		Network
Days/Times Program Regularly Scheduled		SAT,10:30-11A
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.		SAFARI TRACKS IS A PROGRAM WITH CONTENT GROUNDED IN THE NATURAL WORLD AND DELIVERED USING AN APPROACH THAT, WHILE ENTERTAINING TO A YOUNG AUDIENCE, HIGHLIGHTS THE INFORMATIONAL AND EDUCATIONAL ASPECTS OF THE ANIMAL KINGDOM IN THE GIVEN ENVIRONMENT OF AFRICA.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

<b>Digital Core Program (11 of 26)</b>		<b>Response</b>
Program Title		LIVE LIFE AND WIN (49.2)
Origination		Network
Days/Times Program Regularly Scheduled		SUN,9-9:30A
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.	LIVE LIFE and WIN! is a weekly Educational/Informational (E/I), nationally syndicated TV series highlighting inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. LIVE LIFE and WIN! helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions, and gain knowledge about life skills necessary to LIVE LIFE and WIN!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (12 of 26)	Response
Program Title	THE REAL WINNING EDGE (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,9:30-10A
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 series profiling teens who have overcome challenges successfully and who are introduced by celebrities in their field of talent.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (13 of 26)	Response
Program Title	RAGGS (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,7-7:30A
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raggs is a musical, educational preschool series featuring five canines who are involved in emotional and humorous stories that explore issues faced by real kids. The program promotes social and academic readiness and addresses topics like literacy, math, science, discovery, social studies, and the arts. Each show focuses on developing social and emotion skills and cooperation between friends.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (14 of 26)</b>	<b>Response</b>
Program Title	NOODLE AND DOODLE (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,7:30-8A
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	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FOCUSES ON PRE-SCHOOL FRIENDLY FAMILY ACTIVITIES SUCH AS CRAFTS AND COOKING.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (15 of 26)</b>	<b>Response</b>
Program Title	EL SHOW DE CHICA (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,8-8:30AM

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	EL SHOW DE CHICA features a five-year-old "baby" chick who 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. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (16 of 26)	Response
Program Title	LAZYTOWN (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,8:30-9AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	5 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (17 of 26)</b>	<b>Response</b>
Program Title	RAGGS (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,7-7:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raggs is a musical, educational preschool series featuring five canines who are involved in emotional and humorous stories that explore issues faced by real kids. The program promotes social and academic readiness and addresses topics like literacy, math, science, discovery, social studies, and the arts. Each show focuses on developing social and emotion skills and cooperation between friends.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (18 of 26)</b>	<b>Response</b>
Program Title	NOODLE AND DOODLE (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,7:30-8AM

Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FOCUSES ON PRE-SCHOOL FRIENDLY FAMILY ACTIVITIES SUCH AS CRAFTS AND COOKING.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

**Digital Core Program (19 of 26)**

**Response**

Program Title	EL SHOW DE CHICA (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,8-8:30AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
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.	EL SHOW DE CHICA features a five-year-old "baby" chick who 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. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (20 of 26)	Response
Program Title	LAZYTOWN (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,8:30-9AM
Total times aired at regularly scheduled time	13
Total times aired	13
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	5 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (21 of 26)	Response
Program Title	ANIMAL ATLAS (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN, 9-9:30AM



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 explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (22 of 26)	Response
Program Title	ANIMAL ATLAS-II (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN, 9:30-10am
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 explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (23 of 26)	Response
Program Title	ZOO CLUES (49.3)

Origination	Network
Days/Times Program Regularly Scheduled	SUN, 10-10:30AM
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (24 of 26)</b>	<b>Response</b>
Program Title	ZOO CLUES-II (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN, 10:30-11AM
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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<b>Digital Core Program (25 of 26) Response</b>	
Program Title	ON THE SPOT (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN, 11-11:30AM
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.	Can you answer questions ON THE SPOT? The host, comedian Eric Schwartz, hits the streets to present everyday people with trivia questions that they should probably know the answers to. But do they? The questions come from the categories of science, math, English, history, art, geography, sports, culture, technology, food, health, politics, and more. After each question, Eric reveals the right answer with an entertaining explanation. On the Spot is a fun, fast-paced, man-on-the-street adventure for viewers of all ages. On the Spot! Laugh a little. Learn a lot!
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

<b>Digital Core Program (26 of 26) Response</b>	
Program Title	ON THE SPOT-II (49.3)
Origination	Network

Days/Times Program Regularly Scheduled	SUN, 11:30AM-NOON
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.	Can you answer questions ON THE SPOT? The host, comedian Eric Schwartz, hits the streets to present everyday people with trivia questions that they should probably know the answers to. But do they? The questions come from the categories of science, math, English, history, art, geography, sports, culture, technology, food, health, politics, and more. After each question, Eric reveals the right answer with an entertaining explanation. On the Spot is a fun, fast-paced, man-on-the-street adventure for viewers of all ages. On the Spot! Laugh a little. Learn a lot!
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	MARY NINNEMAN
Address	809 S. 60TH STREET
City	MILWAUKEE
State	WI
Zip	53214
Telephone Number	414-607-8120
Email Address	MNINNEMAN@CBS58.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 (26)**

<b>Other Matters (1 of 26)</b>	<b>Response</b>
Program Title	GREEN SCREEN ADVENTURES (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7-7:30A
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	7 years to 9 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	GREENSCREEN ADVENTURES TEACHES CHILDREN CRITICAL WRITING SKILLS THROUGH IMPROVISATION, STORYTELLING AND STORY THEATER, IN THIS FUN, INFORMATIONAL, AND EDUCATIONAL PROGRAM.

<b>Other Matters (2 of 26)</b>	<b>Response</b>
Program Title	JACK HANNA'S ANIMAL ADVENTURES (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,7:30-8A
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.	EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY.

<b>Other Matters (3 of 26)</b>	<b>Response</b>
Program Title	JACK HANNA'S ANIMAL ADVENTURES-II (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8-8:30A
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.	EVERY WEEK "JUNGLE JACK" HANNA TAKES TELEVISION VIEWERS AROUND THE WORLD HAVING EXCITING ADVENTURES, AND TEACHING ABOUT ANIMALS ALONG THE WAY.

<b>Other Matters (4 of 26)</b>	<b>Response</b>
Program Title	JACK HANNA'S INTO THE WILD (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,8:30-9A



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.	Jack Hanna's Into the Wild takes viewers on excursions around the world through the eyes of America's most beloved animal adventurer and his family. More than just a collection of animal escapades, Into the Wild provides insight into the protection and conservation of some of our planet's most precious and endangered species. Into the Wild is unscripted and action packed it takes you on a raucous ride, leaving you with a renewed appreciation for all creatures, great and small.

Other Matters (5 of 26)	Response
Program Title	ANIMAL ATLAS (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.

Other Matters (6 of 26)	Response
Program Title	SPORTS STARS OF TOMORROW (49.1)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	A weekly tv magazine with the purpose of presenting to teenage viewers a look at the inspirational stories and achievements of their contemporaries who are or have excelled in sports and life through hard work and focused dedication. These role model situations are presented through a variety of approaches.

Other Matters (7 of 26)	Response
Program Title	CULTURE CLICKS (49.2)
Origination	Network

Days/Times Program Regularly Scheduled	SAT,9-9:30A
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.	Culture Click is a weekly half-hour series that explores the relationship between cultural events and every-day life. Developed and produced for viewers aged 13-16, Culture Click analyzes topics that are trending on the internet and provides insight and perspective on issues that shape our society.

<b>Other Matters (8 of 26)</b>	
	<b>Response</b>
Program Title	LIVE LIFE AND WIN (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,9:30-10A
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.	LIVE LIFE and WIN! is a weekly Educational/Informational (E/I), nationally syndicated TV series highlighting inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. LIVE LIFE and WIN! helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions, and gain knowledge about life skills necessary to LIVE LIFE and WIN!

<b>Other Matters (9 of 26)</b>	
	<b>Response</b>
Program Title	ANIMAL ATLAS (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,10-10:30A
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.

<b>Other Matters (10 of 26)</b>	
	<b>Response</b>

Program Title	SAFARI TRACKS (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,10:30-11A
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.	SAFARI TRACKS IS A PROGRAM WITH CONTENT GROUNDED IN THE NATURAL WORLD AND DELIVERED USING AN APPROACH THAT, WHILE ENTERTAINING TO A YOUNG AUDIENCE, HIGHLIGHTS THE INFORMATIONAL AND EDUCATIONAL ASPECTS OF THE ANIMAL KINGDOM IN THE GIVEN ENVIRONMENT OF AFRICA.

**Other Matters (11 of 26)**

**Response**

Program Title	LIVE LIFE AND WIN (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,9-9:30A
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.	LIVE LIFE and WIN! is a weekly Educational/Informational (E/I), nationally syndicated TV series highlighting inspirational teen success stories with segments featuring Extraordinary Teens, Breaking Barriers, Giving Back, and Nutrition & Exercise with a focus on the arts, school, sports, community and teen entrepreneurship. LIVE LIFE and WIN! helps teens discover and learn strategies and attributes to achieve personal dreams, explore volunteerism as an opportunity to build character and uncover personal passions, and gain knowledge about life skills necessary to LIVE LIFE and WIN!

**Other Matters (12 of 26)**

**Response**

Program Title	REAL WINNING EDGE (49.2)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,9:30-10A
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 series profiling teens who have overcome challenges successfully and who are introduced by celebrities in their field of talent.

<b>Other Matters (13 of 26)</b>	<b>Response</b>
Program Title	ANIMAL ATLAS (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,9-9:30AM
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.

<b>Other Matters (14 of 26)</b>	<b>Response</b>
Program Title	ANIMAL ATLAS-II (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,9:30-10AM
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.	Animal Atlas explores the world of wildlife in a blend of education and entertainment. Some episodes focus solely on one animal, whereas others are organized in themes, including habitats, antics, locomotion and animal babies. Endangered species and conservation are also addressed.

<b>Other Matters (15 of 26)</b>	<b>Response</b>
Program Title	ZOO CLUES (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,10-10:30AM
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.

<b>Other Matters (16 of 26)</b>	<b>Response</b>
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Program Title	ZOO CLUES-II (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,10:30-11AM
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.	Zoo Clues tackles the animal kingdom's most mind-blowing questions, like these: Can birds fly backwards? Are whales fish? Do dogs sweat? Questions and clues are presented, giving viewers a chance to guess the right answers. Our investigation of the answers takes viewers on a fast-paced and entertaining tour of the animal kingdom.

**Other Matters (17 of 26)**

**Response**

Program Title	ON THE SPOT (49.3)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,11-11:30AM
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.	Can you answer questions ON THE SPOT? The host, comedian Eric Schwartz, hits the streets to present everyday people with trivia questions that they should probably know the answers to. But do they? The questions come from the categories of science, math, English, history, art, geography, sports, culture, technology, food, health, politics, and more. After each question, Eric reveals the right answer with an entertaining explanation. On the Spot is a fun, fast-paced, man-on-the-street adventure for viewers of all ages. On the Spot! Laugh a little. Learn a lot!

**Other Matters (18 of 26)**

**Response**

Program Title	RAGGS (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,7-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raggs is a musical, educational preschool series featuring five canines who are involved in emotional and humorous stories that explore issues faced by real kids. The program promotes social and academic readiness and addresses topics like literacy, math, science, discovery, social studies, and the arts. Each show focuses on developing social and emotion skills and cooperation between friends.
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Other Matters (19 of 26)	Response
Program Title	NOODLE AND DOODLE (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,7:30-8AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FOCUSES ON PRE-SCHOOL FRIENDLY FAMILY ACTIVITIES SUCH AS CRAFTS AND COOKING.

Other Matters (20 of 26)	Response
Program Title	EL SHOW DE CHICA (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SAT,8-8:30AM
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.	EL SHOW DE CHICA features a five-year-old "baby" chick who 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. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

Other Matters (21 of 26)	Response
Program Title	LAZYTOWN (49.4)
Origination	Network

Days/Times Program Regularly Scheduled	SAT,8:30-9AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	5 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.

Other Matters (22 of 26)	Response
Program Title	RAGGS (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,7-7:30AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Raggs is a musical, educational preschool series featuring five canines who are involved in emotional and humorous stories that explore issues faced by real kids. The program promotes social and academic readiness and addresses topics like literacy, math, science, discovery, social studies, and the arts. Each show focuses on developing social and emotion skills and cooperation between friends.

Other Matters (23 of 26)	Response
Program Title	NOODLE AND DOODLE (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,7:30-8AM
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	3 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	FOCUSES ON PRE-SCHOOL FRIENDLY FAMILY ACTIVITIES SUCH AS CRAFTS AND COOKING.

Other Matters (24 of 26)	Response
Program Title	EL SHOW DE CHICA (49.4)
Origination	Network
Days/Times Program Regularly Scheduled	SUN,8-8:30AM

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.	EL SHOW DE CHICA features a five-year-old "baby" chick who 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. In each episode Chica develops or encounters a problem that she cannot immediately resolve. Usually her issues involve impulse control, distractibility, judgment, and inter-personal behaviors. She and Kelly usually work on the problem through an adventure-a fantasy transformation to animation-- where Bunji and Stitches come alive and join Chica and Kelly for the problem solving process. The core educational content is primarily socio-emotional development, and Chica learns how to express herself properly, think before she acts, and interact with others effectively. She often learns that it takes hard work and practice to become proficient at different skills.

<b>Other Matters (25 of 26)</b>		<b>Response</b>
Program Title		LAZYTOWN (49.4)
Origination		Network
Days/Times Program Regularly Scheduled		SUN,8:30-9AM
Total times aired at regularly scheduled time		13
Length of Program		30 mins
Age of Target Child Audience from		5 years to 8 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		THE CITIZENS OF LAZY TOWN LEARN THE IMPORTANCE OF THINGS LIKE EATING RIGHT AND EXERCISING FROM THE ULTRA-ATHLETIC, SPORTUCUS, WHO MUST STOP THE EVIL PLOTS OF ROBBIE ROTTEN, WHO HATES PHYSICAL ACTIVITY, AMONG OTHER THINGS.

<b>Other Matters (26 of 26)</b>		<b>Response</b>
Program Title		ON THE SPOT II (49.3)
Origination		Network
Days/Times Program Regularly Scheduled		SUN, 11:30-NOON
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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Describe the educational and informational objective of the program and how it meets the definition of Core Programming.

Can you answer questions ON THE SPOT? The host, comedian Eric Schwartz, hits the streets to present everyday people with trivia questions that they should probably know the answers to. But do they? The questions come from the categories of science, math, English, history, art, geography, sports, culture, technology, food, health, politics, and more. After each question, Eric reveals the right answer with an entertaining explanation. On the Spot is a fun, fast-paced, man-on-the-street adventure for viewers of all ages. On the Spot! Laugh a little. Learn a lot!

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**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><b>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</b></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><b>TV49, INC.</b></p>

## Attachments

No Attachments.