



(REFERENCE COPY - Not for submission)

Children's Television Programming Report

FRN: **0006551824** | File Number: **CPR-118945** | Submit Date: **04/06/2011** | Call Sign: **WMSN-TV** | Facility ID: **10221** |

City: **MADISON** | State: **WI**

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

04/06/2011 | Filing Status: **Active**

Report reflects information for : **First Quarter of 2011**

General Information

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

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	FOX
	Nielsen DMA	Madison
	Web Home Page Address	www.fox47.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	336.0
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(10)

Digital Core Program (1 of 10)	Response
Program Title	Will and Dewitt
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, Tuesday: 1/3-3/29/11, 730am
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	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Will and Dewitt, along with their human and animal friends, face challenges such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgment which at the time may seem monumental, but serve as motivators of growth. Along with this essential skill-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. This program aired on the station's main digital stream, 47.1.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Digital Core Program (2 of 10)	Response
Program Title	Liberty Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, Thursday: 1/5-3/31/11, 730am
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 12 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper, the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact these issues have on the lives of ordinary citizens. This program aired on the station's main digital stream, 47.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (3 of 10)	Response
Program Title	Sherlock Holmes in the 22nd Century
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday: 1/7-3/25/11, 730am

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	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series is designed to build problem-solving and informational management skills and to model the pro-social behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity. This program aired on the station's main digital stream, 47.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (4 of 10)	
	Response
Program Title	Teen Kid News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday: 1/1-3/26/11, 7am
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 Kid News features weekly educational features such as College and You (tips for choosing and getting into college), and Word (vocabulary skills training), as well as features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to teach 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 viewers' curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program aired on the station's main digital stream, 47.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (5 of 10)	Response
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday: 1/1-3/26/11, 730am
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 highlights challenging and rewarding careers of men and women from around the country in a fun and interesting way. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show tries to help kids answer the age old question; "What do I want to be when I grow up?" This program aired on the station's main digital stream, 47.1.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (6 of 10)		Response
Program Title		Beta Records TV
Origination		Network
Days/Times Program Regularly Scheduled		Saturday: 1/1-3/26/11, 7am
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 is a music centric series that follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program aired on the station's secondary digital stream, 47.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (7 of 10)		Response
Program Title		Real Life 101
Origination		Network

Days/Times Program Regularly Scheduled	Saturday: 1/1-3/26/11, 730am
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.	Real Life 101 presents real people pursuing real jobs and careers in a format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program aired on the station's secondary digital stream, 47.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 10)		Response
Program Title	Ultimate Choice	
Origination	Network	
Days/Times Program Regularly Scheduled	Saturday: 1/1-3/26/11, 8am, 830am	
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.	This program provides an opportunity for its young viewers to learn more about themselves and their lives, as well as develop their own convictions about each of the physical and moral issues through the subjects explored and discussed. In each of the episodes, eight teens who have just finished an extreme adventure that brought them face-to-face with challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide young men and women throughout their lives. Issues discussed include: drugs, compromise, resolving conflict, teamwork, fear and self-control. This program aired on the station's secondary digital stream, 47.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (9 of 10)	Response
Program Title	Teen Kid News
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 1/1-3/26/11, 9am, 930am
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.	Teen Kid News features weekly educational features such as College and You (tips for choosing and getting into college), and Word (vocabulary skills training), as well as features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to teach 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 viewers' curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program aired on the station's secondary digital stream, 47.2.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (10 of 10)	Response
Program Title	Gina D's Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 1/1-3/26/11, 7am, 730am, 8am, 830am, 9am, 930am
Total times aired at regularly scheduled time	78
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	2 years to 6 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun-loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturallly diverse group of youngsters who are sometimes on and off camera, the attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program aired on the station's third digital stream, 47.3.
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	Kerry Johnson
Address	7847 Big Sky Drive
City	Madison
State	WI
Zip	53719
Telephone Number	608-833-0047
Email Address	kbjohnson@sbgnet.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.	WMSN aired the following public service announcements geared towards children; Healthy Pets, Girl Scouts, Get Your G.E.D., Childhood Obesity, Volunteering, Childhood Asthma, Adopt Pets, Boystown, Save Energy, Play Today, Care for your Environment, Cyber Bullies, Arbor Day Foundation, American History, Clean Hands and Teen Pregnancy. On January 4th, Matt Mommaerts, Engineer, gave a tour of the station to Cub Scout Den 4 of Pack 355 from Lodi, Wisconsin. They were first year "Tiger Cubs"; 10 Kids, 6 adults. Another tour was given to the Sports and Entertainment Class from Richland Center High School on January 12th. WMSN sponsored an intern from the University of Wisconsin during 1st Quarter 2011. This intern worked in the commercial production department under Mitch Proctor. In addition, six students from the University of Wisconsin were a part of the Job Shadow program on January 7th, 10th, 11th and 12th. Kerry Johnson, General Manager, participated in the Wisconsin Broadcasters Association Job Fair on January 26th.

Other Matters (10)

Other Matters (1 of 10)	Response
Program Title	Will and Dewitt
Origination	Syndicated
Days/Times Program Regularly Scheduled	Monday, Tuesday: 4/4-6/28/11, 730am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	3 years to 7 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Will and Dewitt, along with their human and animal friends, face challenges such as the first day of school, or tying their shoes for the first time. They often overcome these challenges by means of their own brand of ingenuity and perseverance, mixed with an ample dose of joy and humor. The boy and his frog, just like real little kids, commonly make mistakes and errors of judgment which at the time may seem monumental, but serve as motivators of growth. Along with this essential skill-based and pro-social education, the series also gives viewers an opportunity to learn primary knowledge based skills. Along with Will and Dewitt, children work with the alphabet, language, numbers, directions, sequences and colors. This program will air on the station's main digital stream, 47.1.

Other Matters (2 of 10)	Response
Program Title	Liberty Kids
Origination	Syndicated
Days/Times Program Regularly Scheduled	Wednesday, Thursday: 4/6-6/30/11, 730am
Total times aired at regularly scheduled time	26
Length of Program	30 mins
Age of Target Child Audience from	7 years to 12 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ben Franklin hires an American teenaged boy, a young English lady and a French orphaned boy as reporters during the Revolution for his newspaper, the Pennsylvania Gazette. Through these reporters and their travels to ordinary homes, battlefields from Virginia to Massachusetts and the royal courts of France and England, the viewer is exposed to the issues which prompted the colonies to seek freedom. Through the explanation of these issues by such historical figures as Jefferson and Paine, the viewer also learns the impact these issues have on the lives of ordinary citizens. This program will air on the station's main digital stream, 47.1.
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Other Matters (3 of 10)	Response
Program Title	Sherlock Holmes in the 22nd Century
Origination	Syndicated
Days/Times Program Regularly Scheduled	Friday: 4/1-6/24/11, 730am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	9 years to 11 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series is designed to build problem-solving and informational management skills and to model the pro-social behaviors associated with enduring friendships and effective teamwork. Problem solving themes are illustrated in each episode which also demonstrate fundamental principles of gathering, evaluating, and interpreting information and using it to imagine, present and test plausible scenarios. It is the intent of the series to motivate children to see critical thinking and team problem-solving as exciting, fun, and within their capacity. This program will air on the station's main digital stream, 47.1.

Other Matters (4 of 10)	Response
Program Title	Teen Kid News
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 7am
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.	Teen Kid News features weekly educational features such as College and You (tips for choosing and getting into college), and Word (vocabulary skills training), as well as features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to teach 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 viewers' curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program will air on the station's main digital stream, 47.1.
Other Matters (5 of 10)	
Program Title	Career Day
Origination	Syndicated
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 730am
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 highlights challenging and rewarding careers of men and women from around the country in a fun and interesting way. The show features inspirational interviews with successful celebrities, entrepreneurs and business people from world renowned brain surgeons to marine biologists that share their stories with young people about their careers. This motivational show tries to help kids answer the age old question; "What do I want to be when I grow up?" This program will air on the station's main digital stream, 47.1.
Other Matters (6 of 10)	
Program Title	Beta Records TV
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 7am
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 is a music centric series that follows a magazine format with segments ranging from major and indie artist interviews, tutorials and how-tos, producer and music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture. This program will air on the station's secondary digital stream, 47.2.
Other Matters (7 of 10)	
Program Title	Real Life 101

Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 730am
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.	Real Life 101 presents real people pursuing real jobs and careers in a format designed to help its viewers make important decisions about preparing for the future. The careers and people featured are carefully selected in order to present vivid impressions that can be used by the series' young audience. This program will air on the station's secondary digital stream, 47.2.

Other Matters (8 of 10)	Response
Program Title	Ultimate Choice
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 8am, 830am
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.	<p>This program provides an opportunity for its young viewers to learn more about themselves and their lives, as well as develop their own convictions about each of the physical and moral issues through the subjects explored and discussed. In each of the episodes, eight teens who have just finished an extreme adventure that brought them face-to-face with challenges that have lifelong implications, share thoughts that are designed to shape the values that will guide young men and women throughout their lives.</p> <p>Issues discussed include: drugs, compromise, resolving conflict, teamwork, fear and self-control. This program will air on the station's secondary digital stream, 47.2.</p>

Other Matters (9 of 10)	Response
Program Title	Teen Kid News
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 9am, 930am

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.	Teen Kid News features weekly educational features such as College and You (tips for choosing and getting into college), and Word (vocabulary skills training), as well as features for teens, such as reports about healthy eating, driving tips for new drivers, and internet predators. The show has been designed to teach 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 viewers' curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience. This program will air on the station's secondary digital stream, 47.2.
Other Matters (10 of 10)	
Program Title	Gina D's Kids Club
Origination	Network
Days/Times Program Regularly Scheduled	Saturday: 4/2-6/25/11, 7am, 730am, 8am, 830am, 9am, 930am
Total times aired at regularly scheduled time	78
Length of Program	30 mins
Age of Target Child Audience from	2 years to 6 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Gina D is a fun-loving, positive role model who has the demeanor and appearance of a young teacher and is playful in her approach to her target audience. In addition to puppets and animated characters, Gina D is surrounded by a group of whimsical characters which include Simon, Miss Muffin the Cook, Mr. Pockets and Pierre. As the program takes on an interactive quality through questions and reactions from Gina to a multi-culturallly diverse group of youngsters who are sometimes on and off camera, the attains and maintains the attention of young children to help further develop their self-image, social skills, math readiness, and reading readiness. Various themes throughout the program may include bike safety, not talking to strangers, and stopping at traffic lights. Through different scenarios and easily learned original songs, these lessons are imparted to the target audience. This program will air on the station's third digital stream, 47.3.

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>WMSN Licensee, LLC</p>

Attachments

No Attachments.