

Federal Communications Commission
Washington D.C. 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for quarter ending (mm/dd/yyyy) 09/30/2000

1. Call Sign WLS-TV	Channel Number 7	Community of License			
		City Chicago	State IL	County Cook	ZIP Code 60601
Licensee WLS Television, Inc.					
				Previous call sign (if applicable)	
<input checked="" type="checkbox"/> Network Affiliation: ABC <input type="checkbox"/> Independent		Nielsen DMA Chicago	World Wide Web Home Page Address (if applicable) www.abc7chicago.com		

Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. Section 73.671(c). 4
3. Does the licensee identify each Core Program at the beginning of the airing of each program as required by C.F.R. Section 73.673? _X_ Yes ___ No
4. 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? _X_ Yes ___ No
5. Complete the following for each program that you aired during the past three months that meets the definition of Core Programming. Complete chart below for each Core Program.

Title of Program #1: Disney's Recess			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/7:00-7:30 AM CT (thru 9/2/00) Saturdays/9:30-10:00 AM CT (as of 9/9/00)	14	3	7/22/00- 6:30-7:00 AM CT 9/23/00- 6:30-7:00 AM CT 9/30/00 delayed to 10/1, 12-12:30pm CT
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. "Disney's Recess" is a collection of animated stories about six fourth-grade children who attend public school. These children are an ethnically and gender-diverse group. Their experiences at Third Street School deliver messages about problems common to middle childhood: conflicts with authority figures, school and family rules, issues of fairness, peer pressure and coping with disappointment. A number of episodes revolve around class bullies or "teacher's pets." Series episodes provide opportunities for parent/child discussions about values.			

Title of Program #2: Disney's Doug			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/7:00-7:30 AM CT (as of 9/9/00)	4	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This series uses humor and fantasy in depicting a twelve-year-old boy's struggles to develop self-confidence, define identity, resolve family and school problems and maintain friendships. Narrated via the journal entries of aspiring writer/cartoonist Doug Funnie, episodes promote values such as honesty, loyalty, fairness and respect for individual differences. These stories also encourage creative writing and artistic expression.			

Title of Program #3: Disney's One Saturday Morning (featuring long and short-form educational elements)			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/7:30-9:30 AM CT	14	1	7/22/00- 7:00-9:00 AM CT
Length of Program: 120 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This two-hour program block features three half-hour educational series in combination with various short-form educational elements. The latter include "Find Out Why" (physical science shorts produced in association with the National Science Foundation), "Great Minds...Think For Themselves" (American history segments voiced by Robin Williams), "What's My Name?" (facts about interesting figures in world history), "What's the Diff?" (game segments that teach visual discrimination and analytical skills), "Let's Go!" (geography and cultural information segments) and "Flyndiggery Do: Where'd It Go?" (short segments describing animal behavior). "Disney's Doug" (through 9/2/00) This series uses humor and fantasy in depicting a twelve-year-olds boy's struggles to develop self-confidence, define identity, resolve family and school problems and maintain friendships. Narrated via the journal entries of aspiring writer/cartoonist Doug Funnie, episodes promote values such as honesty, loyalty, fairness and respect for individual differences. These stories also encourage creative writing and artistic expression. "Disney's Recess" is a collection of animated stories about six fourth-grade children who attend public school. These children are an ethnically and gender-diverse group. Their experiences at Third Street School deliver messages about problems common to middle childhood: conflicts with authority figures, school and family rules, issues of fairness, peer pressure and coping with disappointment. A number of episodes revolve around class bullies or "teacher's pets." Series episodes provide opportunities for parent/child discussions about values. "Disney's The Weekenders" introduces four twelve-year-olds who have been friends since kindergarten. They attend middle school in southern California and spend time together on weekends. Their family circumstances are diverse: Tino is the only son of a single mother; Carver is the middle child in an affluent African-American family; Tish comes from an Eastern European immigrant family and Lor is the only girl among fourteen sports-minded brothers. Stories explore topics such as parent/child relations, sibling rivalry, acculturation, competition vs. compromise, responsibility, honesty, peer acceptance and loyalty. "Disney's Teacher's Pet" (as of 9/9/00) Via a magical transformation, nine-year-old Leonard Helperman's dog "Spot" discovers that he is able to talk and walk upright. He seizes the opportunity to fulfill a lifelong ambition: to go to school. Dressed in some of Leonard's clothes, Spot becomes "Scott Leadready," reveling in the challenge of learning fourth-grade spelling, math and history. The fourth-grade teacher, Mrs. Helperman, is Leonard's mother. She is also a single parent. This series is built around the privilege of being able to attend school and value of education. Stories teach honesty, cooperation, peer team work, problem-solving, respect for rules--particularly in the school setting--and empathy. "Spot/Scott's" extraordinarily wide vocabulary introduces children to new vocabulary and its meaning in context.			

Title of Program #4: Sabrina, The Animated Series			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/9:30-10:00 AM CT (thru 9/2/00) Saturdays/10:30-11:00 AM CT (as of 9/9/00)	14	1	7/22/00- 6:00-6:30 AM CT
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 11 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Twelve-year-old Sabrina Spellman, who is half witch and half mortal, is being raised in a non-traditional family consisting of her Uncle Quigley and two young aunts. Series episodes explore social and developmental issues such as peer pressure/competition, loyalty and friendship, responsibility, honesty, facing fears, speaking up for one's beliefs, etc. Family issues such as divorce and remarriage and household rules are also addressed.			

Title of Program #5: Disney's Pepper Ann			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/10:00-10:30 AM CT (as of 9/9/00)	4	0	
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 10 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Pepper Ann is a daughter of a single working mother. She loves math and science and hopes to some day make a name for herself in biology or medicine. Pepper Ann and her Hazelnut Middle School friends demonstrate individuality, problem-solving, perseverance, responsibility and creativity. While the primary educational focus of the series is building self-esteem--particularly that of girls--stories also break down gender and ethnic stereotypes and broaden the definition of "family."			

Title of Program #6: The New Adventures of Winnie the Pooh			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/10:30-11:00 AM CT (thru 9/2/00) Saturdays/11:00-11:30 AM CT (as of 9/9/00)	14	4	7/15/00- 10:00-10:30 AM CT (early recovery of 7/22/00 episode; Sat. 8/12: 1:30-2pm*; 9/23/00- 9:30-10:00 AM CT 9/30/00- 9:30-10:00 AM CT
Length of Program: 30 (minutes)			
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. *Due to live Billiken Parade. Based on the classic "Winnie the Pooh" books by A.A. Milne, "The New Adventures of Winnie the Pooh" depicts the everyday lives of Christopher Robin and his companions Pooh, Piglet, Rabbit, Tigger, Eeyore, Owl and Gopher. Series episodes deliver strong messages about honesty, responsibility, persistence, cooperative effort, friendship and caring. Many stories are designed to help young children distinguish between fantasy and reality and overcome common childhood fears.			

Title of Program #7: Squigglevision			Origination Network
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/11:30 AM-12:00 PM CT (thru 9/2/00)	10	2	7/15/00- 11:00-11:30 AM CT (early recovery of 7/22/00 episode); Sat. 8/12: 2:30-3pm*
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 12 years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. *Due to live Billiken Parade. "Squigglevision" offers an entertaining approach to education. In addition to the "Science Court" story, each episode includes segments on arithmetic estimation techniques ("See You Later, Estimator") and vocabulary skills concepts and their everyday applications. Characters use critical thinking skills, demonstrating both inductive and deductive reasoning as they evaluate hypotheses in light of data. Scientific and math estimation concepts are illustrated via practical demonstrations and graphs.			

Non-Core Educational and Informational Programming

6. Complete the following for each program that you aired during the past three months that is specifically designed to meet the educational and informational needs of children ages 16 and under, but does not meet one or more elements of the definition of Core Programming. See 47 C.F.R. Section 73.671. Complete chart below for each additional such educational and informational program.

Title of Program #1: ABC Schoolhouse Rock			Origination Network
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays/10:27-10:30 AM CT (thru 9/2/00 but not on 7/22/00)	9	1	7/15/00- 6:27-6:30 AM CT
Length of Program: 3 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			
Describe the program. This short-form educational program teaches concepts in grammar, math, U.S. history, science and finance by transforming these concepts into popular song, rhyme and amusing visuals. This method of presenting academic concepts has proven to be a powerful instructional tool.			
Does the program have educating and informing children ages 16 and under as a significant purpose? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Title of Program #2: Popular Mechanics for Kids			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays at 6:30-7am	13	7	5:30-6am: 7/15; 6-6:30am: 7/22, 8/26; 12-12:30pm: 9/2, 9/16; 1:30-2pm: 9/9; 12:30-1pm: 9/24
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 2 years to 6 years			

Describe the program.
This series for kids explores the limits of science, technology, and imagination.

Does the program have educating and informing children ages 16 and under as a significant purpose? Yes No

If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? Yes No

If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? Yes No

Title of Program #3: Bill Nye the Science Guy			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays at 12-12:30pm	9	4	6:30-7am: 7/22, 8/26; 12:30-1pm: 8/12; 1-1:30pm, 8/6. Last telecast was 8/26/00
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 6 years to 11 years			

Describe the program.
This program is designed to teach children in an educational, informational, and entertaining way about sophisticated scientific concepts including sound, light, color, cells, and outer space.

Does the program have educating and informing children ages 16 and under as a significant purpose? Yes No

If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? Yes No

If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? Yes No

Title of Program #4: Wild About Animals			Origination Syndicated
Dates/Times Program Aired:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Saturdays at 6-6:30am	14	10	5:30-6am: 7/22, 8/26; 12:30-1pm: 7/1, 7/8, 7/16, 9/2; 1-1:30pm: 9/9, 9/16; 4:30-5am: 7/9; 1-1:30pm: 9/24
Length of Program: 30 (minutes)			
Age of Target Child Audience: from 8 years to 16 years			

Describe the program.
This program is designed to teach children 16 and younger about the world of animals by bringing them the world's most fascinating animals. Each show consists of 4 or 5 stories designed not only to teach children about exotic and unique animals from the wild, but also to educate them further about animals they probably see every day.

Does the program have educating and informing children ages 16 and under as a significant purpose? Yes No

If Yes, does the licensee identify each program at the beginning of its airing consistent with 47 C.F.R Section 73.673? Yes No

If Yes, does the licensee provide information regarding the program, including an indication of the target child audience, to publishers of program guides consistent with 47 C.F.R Section 73.673? Yes No

Other Matters

7. Complete the following for each program that you plan to air for the next quarter that meets the definition of Core Programming.

Title of Program #1: Disney's Doug			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays/7:00-7:30 AM CT	13	30 (minutes)	from 8 to 12 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This series uses humor and fantasy in depicting a twelve-year-old boy's struggles to develop self-confidence, define identity, resolve family and school problems and maintain friendships. Narrated via the journal entries of aspiring writer/cartoonist Doug Funnie, episodes promote values such as honesty, loyalty, fairness and respect for individual differences. These stories also encourage creative writing and artistic expression.			

Title of Program #2: Disney's One Saturday Morning			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays/7:30-9:30 AM CT	13	120 (minutes)	from 8 to 12 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This two-hour program block features three half-hour educational series in combination with various short-form educational elements. The latter include "Find Out Why" (physical science shorts produced in association with the National Science Foundation), "Great Minds...Think For Themselves" (American history segments voiced by Robin Williams), "What's My Name?" (facts about interesting figures in world history), "What's the Diff?" (game segments that teach visual discrimination and analytical skills), "Let's Go!" (geography and cultural information segments) and "Flyndiggery Do: Where'd It Go?" (short segments describing animal behavior).			

Title of Program #3: Disney's Pepper Ann			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays/10:00-10:30 AM CT	13	30 (minutes)	from 10 to 12 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Pepper Ann is a daughter of a single working mother. She loves math and science and hopes to one day make a name for herself in biology or medicine. Pepper Ann and her Hazelnut Middle School friends demonstrate individuality, problem-solving, perseverance, responsibility and creativity. While the primary educational focus of the series is building self-esteem--particularly that of girls--stories also break down gender and ethnic stereotypes and broaden the definition of "family."			

Title of Program #4: Sabrina, The Animated Series			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays/10:30-11:00 AM CT	13	30 (minutes)	from 8 to 11 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Twelve-year-old Sabrina Spellman, who is half witch and half mortal, is being raised in a non-traditional family consisting of her Uncle Quigley and two young aunts. Series episodes explore social and developmental issues such as peer pressure/competition, loyalty and friendship, responsibility, honesty, facing fears, speaking up for one's beliefs, etc. Family issues such as divorce and remarriage and household rules are also addressed.			

Title of Program #5: The New Adventures of Winnie the Pooh			Origination Network
Days/Times Program Regularly Scheduled:	Total times to be aired	Length of Program	Age of Target Child Audience:
Saturdays/11:00-11:30 AM CT	13	30 (minutes)	from 3 to 6 (years)
Describe the educational and informational objective of the program and how it meets the definition of Core Programming. Based on the classic "Winnie the Pooh" books by A.A. Milne, "The New Adventures of Winnie the Pooh" depicts the everyday lives of Christopher Robin and his companions Pooh, Piglet, Rabbit, Tigger, Eeyore, Owl and Gopher. Series episodes deliver strong messages about honesty, responsibility, persistence, cooperative effort, friendship and caring. Many stories are designed to help young children distinguish between fantasy and reality and overcome common childhood fears.			

8. Does the licensee publicize the existence and location of the stations's Children's Television Yes No Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(a)(8)(iii)?

9. List Core Programs, if any, aired by other stations that are sponsored by the licensee and that meet the criteria set forth in 47 C.F.R. Section 73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.

Name of Program	Call Letters of Station Airing Sponsored Program	Channel Number of Station Airing Sponsored Program	Did total programming Increase? <input type="checkbox"/> Yes <input type="checkbox"/> No

For each Core Program sponsored by the licensee, complete the chart below.

Title of Program #1:			Origination
Days/Times Program Regularly Scheduled:	Total times aired	Number of Preemptions	If preempted and rescheduled, list date and time aired.
Length of Program: (minutes)		0	
Age of Target Child Audience: from years to years			
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.			


10. Name of children's programming liaison:	
Name Fran Preston	Telephone Number (include area code) 312-750-7271
Address 190 North State Street	Internet Mail Address (if applicable)
City Chicago	State IL

11. 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 non-core 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, NOTE 2.

We air Know Your Heritage, a weekly (Sundays at 11-11:30am) half-hour quiz show in which teams of area high school students compete against each other on questions of heritage and history. The Bud Billiken Back-to-School Parade, which aired live on Saturday, 8/10, at 10am-12:30pm, is the largest African-American parade in the country, and its purpose is to teach children the value of education. We also aired Quest for the Best on Saturday, 9/16, at 12:30-1pm (and again on Sunday, 9/17, at 12-12:30pm), which showcases children from the area and their special accomplishments. The Mexican Independence Day Parade, airing live on Saturday, 9/9, at 12-1pm, teaches children and their parents about the heritage of Chicago's Mexican community. We also aired public service announcements during the 3rd quarter throughout the children's schedule which further the educational interests of children. These include PSA's from the American Heart Association, American Lung Association, America's Promise, ASPCA, Back-to-School, Boys and Girls Clubs of America, Boys and Girls Clubs of Chicago, CARE, Chicago International Children's Film Festival, Chicago Public Schools, Disney Learning Partnership, and the March of Dimes, among others. WLS-TV also enhances the instructional content of its on-air educational children's programming by regularly sending out to the Chicago Board of Education more than 500 copies of ABC's Classroom Connection, which contains lesson plans and suggested discussion topics connected to ABC's Educational children's programs. Additionally, WLS-TV employees regularly speak at local schools about their careers in the television business.

WILLFUL FALSE STATEMENTS MADE ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

I certify that the statements in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Name of Licensee WLS-TV	Signature (only for printed version) 
Date 10/2/00	

FCC 398
 August 1997 (1.2)
 (end)