

Federal Communications Commission
Washington, DC 20554

Approved by OMB
3060-0754

FCC 398 Children's Television Programming Report

Report reflects information for the filing period ending: [12/31/2009](#)

Call Sign	Channel Numbers	Community of License			
WMSN-TV	(analog) 47 (digital)	City	State	County	ZIP Code
		MADISON	WI	DANE	53719
Licensee Name					
WMSN LICENSEE, LLC					
Network Affiliation		Nielsen DMA	Licensee World Wide Web Home Page Address (if applicable)		
Network FOX		Madison	www.fox47.com		
Facility ID	Previous Call Sign (if applicable)		License Renewal Expiration Date		
10221			12/01/2013		

Analog Core Programming

2. State the average number of hours of Core Programming per week broadcast by the station. See 47 C.F.R. §73.671(c).

hours

3. (a) 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. §73.673?

(b) Identify publishers who were sent information in 3(a).

4. 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.

[There are no analog core program reports.]

Non-Core Educational and Informational Programming

5. 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. §73.671. Complete chart below for each additional such educational and informational program.

[There are no analog non-core program reports.]

Sponsored Core Programming

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

[There are no analog sponsored core program broadcast reports.]
[There are no analog sponsored core program detail reports.]

Digital Core Programming

7. (a) State the average number of hours of Core Programming per week broadcast by the station on its main program stream.

3.5 hours

(b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?

N

(c)	If Yes to 7(b), the Licensee certifies that the representations and children's program information provided with respect to its analog channel apply equally with respect to its main digital program stream. If No to 7(c), submit as an Exhibit a Statement of Explanation.	N
8.	(a) State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream.	0 hours
	(b) 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. §73.671.	0 hours
9.	(a) 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. §73.673?	Y
	(b) Identify publishers who were sent information in 9(a).	

WISCONSIN STATE JOURNAL, VIDEO VIEWING INC., TV GUIDE, FYI TELEVISION, & TRIBUNE MEDIA.

10. 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 Digital Core Program #1		Origination	
Wimzie's House		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Mondays-Saturdays 7:30am-8:00am	79		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	3 years	5 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmothers house along with her brother and other friends. The series characters are just familiar enough for the viewers to identify with but different enough to to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler point of view.			

Title of Digital Core Program #2		Origination	
Teen Kids News		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturdays 7:00am	13		
Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
Teen Kids 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 informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience.			

Title of Digital Core Program #3		Origination	
This Week In Baseball		NETWORK	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Saturday 10/03/09 230pm-3pm	1		

Length of Program	Age of Target Audience		E/I Symbol Used As Required
	From	To	
30 minutes	13 years	16 years	Y

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

This Week In Baseball highlights the pro-social on-and-off the field activities of MLB's leading players and coaches. Working with the National Association for Sport and Physical Education (NASPE), This Week In Baseball seeks to provide today's youth with educational messages that can have an impact on development of positive lifestyle behaviors. The program portrays the positive outcomes that result from dedication, hard work, self-discipline, teamwork, practice and personal responsibilities. The program also relates the achievements and experiences of baseball players to potential achievements in life.

11. 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 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?
- If No, submit as an Exhibit a Statement of Explanation setting forth the number of repeats in excess of the repeat limit and the times and dates the episodes involved were aired.

N

Non-Core Educational and Informational Programming

12. 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. §73.671. Complete chart below for each additional such educational and information program.
- [There are no digital non-core program reports.]*

Sponsored Core Programming

13. 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. §73.671. Also indicate whether the amount of total Core Programming broadcast by another station increased.
- [There are no digital sponsored core program broadcast reports.]*
[There are no digital sponsored core program detail reports.]

Other Matters

14. Complete the following for each analog and digital program that you plan to air for the next quarter that meets the definition of Core Programming. Complete chart below for each Core Program, identifying whether it is to be broadcast on the station's analog or digital channel or both channels.

Title of Planned Core Program #1	Origination	
Wimzie's House	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Mondays-Saturdays 7:30am-8:00am	77	
Length of Program	Age of Target Audience	
	From	To
30 minutes	3 years	5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming

Wimzie is a five year old puppet monster who attends daycare at her 150 year old Grandmothers house along with her brother and other friends. The series characters are just familiar enough for the viewers to identify with but different enough to point out that the action takes place in an enchanted fantasy world of monsters. Through unforgettable adventures and original toe-tapping sing-along songs young viewers are introduced to topics of friendship, generosity, jealousy, diversity and sibling rivalry from a preschooler point of view.

Title of Planned Core Program #2	Origination
Teen Kids News	SYNDICATED

Regular Schedule		Total Times to be Aired	
Saturdays 7:00am		13	
Length of Program		Age of Target Audience	
30 minutes		From	To
		13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming			
<p>Teen Kids 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 informational features for teens, such as reports about healthy eating; driving tips for new drivers, and internet predators. The show has been designed to meet needs of children and young adolescents with a unique curiosity about their world, with weekly headlines that present the news in a teen appropriate manner. The program stimulates the viewer's curiosity, develops their learning and cognitive, listening and thinking skills, and serves as an enhancement to their academic and educational experience.</p>			

15. 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. §73.3526(e)(11)(iii)?

Y

16. Identify the licensee's children's programming liaison.

Name		Telephone Number	
Kerry Johnson		608-833-0047	
Address		E-mail Address	
7847 Big Sky Drive		kbjohnson@wmsn.sbgnet.com	
City	State	ZIP Code	
Madison	WI	53719	

17. 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. §73.671, NOTES 2 and 3.

The following PSA's were geared to children and teen viewers: Don't Move Firewood, Wildfire Prevention, Athletes Play Fair, Cyber Bullies, Youth Reckless Driving, Booster Seats, Online Sex Exploitation, Car Seat Safety, Green Vehicles, Diet & Environment, Energy Use, Save Polar Bears, Global Warming, Care For The Environment, Arbor Day Foundation, Keep Oceans Clean, Protect Seals, Save Energy, Special Olympics, USO, Vet Support, Volunteer America, Big Brother Big Sister, MLK Memorial, Help Hospitalized Vets, Apply Launchpad, Americorps, Foster Kid Advocate, Fatherhood involvement, PTA, Talk To Kids, Adoption, Children In Arts, Play Music, Orthodontists, Joint Pain, Whooping Cough, Diabetes, Suicide Prevention, Prostate Cancer, Faces Of Influenza, Healthy Smile, Child Vaccinations, Scoliosis Research, Good Fats, Eat Fruit & Veggies, Prevent Cancer, Alzheimers, No Indoor Tanning, Glaucoma, Secondhand Smoke, Clean Hands, Mental Illness, American Heart Association, Quit Smoking, HPV, Get Healthy, HIV Awareness, Colorectal Cancer, Meningitis Immunizations, Women Heart Health, Diabetes Care, Strong Healthy Babies, Reduce Gun Violence, Credit Counseling, Healthy Horses, Prevent High School Dropout, Autism Awareness, Hunger Prevention, Disaster Preparedness, Save Darfur, Pet & Women Shelters, Domestic Violence, Drinking & Driving, Long Term Insurance, WI Crime Victims, EIF Obama Biden, Donate Cash, Prevent Child Abuse, Prevent Pregnancy, Negligent Driving, Support Minority Education, Mortgage Help, Guide Dog, Helping, Alcoholics Anonymous, UNICEF, Salute Soldiers, United Way Wishbook, Save Money, Underage Drinking, Pest Management, Jingle Bell Run, Report Abuse Neglect, Prevent School Dropout, Buzzed Driving.

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	Signature
WMSN Licensee, LLC	
Date	
01/11/2010	

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March 2006