

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: 03/31/2011

Call Sign	Channel Numbers	Community of License			
WACY-TV	32 (analog)	City	State	County	ZIP Code
	32 (digital)	Appleton	WI	Outagamie	54911
Licensee Name					
Ace TV, Inc.					
Network Affiliation		Nielsen DMA		Licensee World Wide Web Home Page Address (if applicable)	
Network My Network TV		Green Bay-Appleton		www.mynew32.com	
Facility ID	Previous Call Sign (if applicable)			License Renewal Expiration Date	
361				12/01/2005	

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). 3 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? Y

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

TV Guide Magazine, Tribune Media Services, TV Guide Channel, TV Listings, Time-Warner Cable, Green Bay Press Gazette, Appleton Post Crescent, JBG Broadcast Group, Milwaukee Journal Sentinal, Petry Media.

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.

Title of Analog Core Program #1		Origination	
Wild America		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 9:00 am	13	0	
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			
Hosted by wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal, and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum.			

Title of Analog Core Program #2		Origination	
Jack Hanna's Into the Wild		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 9:30 am	13	0	
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			
Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program.			

Title of Analog Core Program #3		Origination	
Animal Atlas		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 10:00am	13	0	
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 series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare.			

Title of Analog Core Program #4		Origination	
Animal Atlas Classics		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 10:30am	12	0	
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 series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare.			

Title of Analog Core Program #5		Origination	
Wild America		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 10:30 am	1	0	

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			
<p>Hosted by wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal, and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum.</p>			

Title of Analog Core Program #6		Origination	
Eco Company		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 11:00 am	13	0	
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			
<p>Eco Company explores all aspects of being green and understanding how we impact our world. The E-Co team reports on the latest technologies in energy, recycling, conservation and organics and shares stories of young people making a positive impact on the environment. Each week the show also provides practical tips that teens, and people of all ages can use in their daily lives.</p>			

Title of Analog Core Program #7		Origination	
The Real Winning Edge		SYNDICATED	
Regular Schedule	Total Times Aired at Regularly Scheduled Time	Number of Pre-emptions	
Sunday, 11:30 am	13	0	
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			
<p>The Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. They are more able to negotiate the challenges inherent in life. The show encourages young people to; discover where their talents lie and develop an appreciation for honesty and a sense of self discipline and internal acceptance.</p>			

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.
- (b) Did the Licensee broadcast on its main digital program stream the same Children's Core Programming provided on its analog channel?
- (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.
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.
- (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.
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?
- (b) Identify publishers who were sent information in 9(a).

3 hours
Y
Y
0 hours
0 hours
Y

TV Guide Magazine, Tribune Media Services, TV Guide Channel, TV Listings, Time-Warner Cable, Green Bay Press Gazette, Appleton Post Crescent, JBG Broadcast Group, Milwaukee Journal Sentinel, Petry 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.

[There are no digital core program reports.]

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?

Y

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.

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
Wild America	SYNDICATED

Regular Schedule	Total Times to be Aired	
Sunday, 9:00 am	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>Hosted by wildlife expert Marty Stouffer, this series is designed to familiarize children with the animals of the North American continent, their interaction with other animals, and their environment. Each episode is specific to a particular animal, and deals with basic food gathering, natural enemies, relationships to other animals and specific ecology and survival of the species. Imparted to children is a greater understanding of nature and ecology of the land, and the importance of every species and their place in the animal spectrum.</p>		

Title of Planned Core Program #2	Origination	
Jack Hanna's Into the Wild	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Sunday, 9:30 am	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>Jack brings the affective aspect to wildlife education, engaging the emotional appeal of the wild animals and the conservation message to encourage the audience to take an active interest in preserving wildlife. Combining data-oriented scientific information with concern for the conservation status of wildlife and the environment enforces the educational value and impact of the program.</p>		

Title of Planned Core Program #3	Origination	
Animal Atlas	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Sunday, 10:00 am	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>This series deals with the world of animals of all kinds consistent with nationally published goals in the natural sciences, including predator/prey relationships and animal classification, all with emphasis on life science. The series presents unique and original views of animal behavior and physiology in a way that is easily assimilated by young viewers as they observe, wonder and compare.</p>		

Title of Planned Core Program #4	Origination	
Mystery Hunters	SYNDICATED	
Regular Schedule	Total Times to be Aired	
Sunday, 10:30 am	13	
Length of Program	Age of Target Audience	
	From	To

30 minutes	13 years	16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming		
Mystery Hunters is an excellent example of a children's program that is innovative and empowering. Through critical observation, analytical thinking and scientific testing, the series encourages children to question the world around them. Through both the travel aspect and investigation of ancient myths and mysteries, there is a profound focus on history, culture, geography, and international customs.		

Title of Planned Core Program #5		Origination	
Eco Company		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sunday, 11:00 am		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			
Eco Company explores all aspects of being green and understanding how we impact our world. The E-Co team reports on the latest technologies in energy, recycling, conservation and organics and shares stories of young people making a positive impact on the environment. Each week the show also provides practical tips that teens, and people of all ages can use in their daily lives.			

Title of Planned Core Program #6		Origination	
The Real Winning Edge		SYNDICATED	
Regular Schedule		Total Times to be Aired	
Sunday, 11:30 am		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			
The Real Winning Edge seeks to expose youth to other youth who have consistently made the behavioral choices that have helped them have a greater sense of internal significance and acceptance, which results in a more self directed, stable personality. They are more able to negotiate the challenges inherent in life. The show encourages young people to; discover where their talents lie and develop an appreciation for honesty and a sense of self discipline and internal acceptance.			

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)(1)(iii)? Y

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

Name		Telephone Number	
Warren Glover		920-490-2618	
Address		E-mail Address	
1391 North Road		wglover@mynew32.com	
City	State	ZIP Code	
Green Bay	WI	54313	

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.

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
Ace TV, Inc.	
Date	
10/04/2010	