



Federal Communications Commission
Washington, D.C. 20554

April 9, 2007

DA 07-1657

Released: April 9, 2007

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

WAOW – WYOW Television, Inc.
WYOW(TV)
1908 Grand Avenue
Wausau, Wisconsin 55403

Re: WAOW – WYOW Television, Inc.
WYOW(TV), Eagle River, Wisconsin
Facility ID No. 77789
File No. BRCT-20050801BIX

Dear Licensee:

This refers to your license renewal application for station WYOW(TV), Eagle River, Wisconsin.

Under the Commission's rules implementing the Children's Television Act of 1990 (CTA),¹ each television broadcast station licensee has an obligation, during its license term, to air programming that serves the educational and informational needs of children through both the licensee's overall programming and programming "specifically designed" to educate and inform children (core programming).² The Commission's rules require commercial licensees to provide information to the public about the shows they air to fulfill their obligation. Section 73.3526(e)(11)(iii) of the Commission's Rules (Rules) requires each commercial television broadcast station to prepare and place in its public inspection file a Children's Television Programming Report for each calendar quarter reflecting, *inter alia*, the efforts it has made during the quarter to serve the educational needs of children.³ As set forth in Section 73.3526(e)(11)(iii), licensees are also required to file the reports with the Commission and to publicize for the public the existence and location of the reports.

On August 1, 2005, you filed a renewal application (FCC Form 303-S) for station WYOW(TV), Eagle River, Wisconsin (File No. BRCT-20050801BIX). In response to Section IV, Question 10 of that application, you certified that WYOW(TV) failed to publicize the existence and location of the station's Children's Television Programming Reports, as set forth in Section 73.3526(e)(11)(iii) of the Rules. In Exhibit 24, you reported that in May 2005 it was discovered

¹ Pub. L. No. 101-437, 104 Stat. 996-1000, *codified at* 47 U.S.C. Sections 303a, 303b and 394.

² *See* 47 C.F.R. § 73.671.

³ *See* 47 C.F.R. § 73.3526(e)(11)(iii).

that the on air announcement regarding the existence and location of the Children's Television Programming Reports had been removed and erased from the station odetics system by mistake. Further, you estimate that this announcement may not have aired for approximately 18 to 24 months. Finally, you maintain that the station took immediate corrective action and that it currently publicizes the existence and location of the Children's Television Programming Reports.

Based upon the record before us and although we do not rule out more severe sanctions for violations of this nature in the future, we have determined that an admonition is appropriate at this time. Therefore, based upon the facts and circumstances before us, we ADMONISH you for the admitted violation of Section 73.3526(e)(11)(iii) of the Rules described in station WYOW(TV)'s renewal application.

Accordingly, IT IS ORDERED that, a copy of this Letter shall be sent by First Class and Certified Mail, Return Receipt Requested to the licensee at the address listed above, and to its counsel, Kenneth E. Satten, Esquire, Wilkinson Barker Knauer LLP, 2300 N Street, N.W., Suite 700, Washington, D.C. 20037-1128.

Sincerely,

Barbara A. Kreisman
Chief, Video Division
Media Bureau