

FCC 398

4Q 2017

WMBC response to question 17

WMBC NEWS and WMBC HOMETOWN, daily and weekly shows, cover many issues pertaining to children on a regular basis. The programs are designed to be child friendly, nonviolent, wholesome and informative. During the fourth quarter of 2017, WMBC aired such reports as the following. Sudden Infant Death Syndrome, or SIDS, is the number one killer of infants ages one-month to one-year old. An online post by a local student that mentioned a firearm set off a firestorm among peers at three area high schools, and police later discovered it was a BB gun. Hundreds of angry parents and students packed Williamstown High auditorium during an emergency meeting about mold inside one of the schools. A statement released by the Boy Scouts of America stated that the organization will begin admitting girls. NYC kids will be offered preschool seats in two districts in Queens and one each in Manhattan, Brooklyn, the Bronx and Staten Island. Authorities say 20-year-old Rashaun Bell of Jersey City and three passengers abandoned a car after hitting 15-year-old Elionel Jimenez and 16-year-old Alexander Rosa Floras near Terrace Ave. and Leonard St. M.E.T.S. Charter School posted letters to parents and students on its website saying it would shut down its Newark location at the end of the school year. West Orange Automotive Tech is preparing students for upcoming competitions in robotics and more. Community leaders who want the children's health insurance plan to be reauthorized are taking early action. A report by the Public Advocate's office found that schools with the highest rate of homeless students receive the fewest resources from the Education and Homeless Services departments. It may not be the first thing on kids' minds when they are out trick-or-treating, but safety is what officials are saying should be the top priority. A NJ state law requires all public school students to be screened for dyslexia by the end of first grade, but some students continue to lack needed support. Advocates for Children of New Jersey is calling for the State Assembly to vote on a chronic absenteeism bill which unanimously passed in the NJ Senate this past June. With the holiday gift season here, the NJ attorney general is reminding parents to consider internet safety when scoping out the news tech toys for kids and teens. New Providence High School is encouraging more students to engage in STEM fields in their coursework and extra-curricular activities. The Essex County Sheriff's office gives holiday cheer through their toy drive. Elmwood Park school officials have said a glycol leak from an HVAC unit on the roof of Gantner Ave. Elementary School may have made students and staff members faint or feel sick. Ametrius is one of eight kids selected for a police department Blue Mitten's Project aired at less fortunate kids. With snowballs flying and faces smiling, young patients at Joseph M. Sanzari Children's Hospital celebrated the first day of winter. Kids Against Cancer gives kids a boost on Staten Island. New York Health Department officials announce the most popular baby names, with 720 babies named "Liam" and 564 babies named "Olivia." WMBC-TV's MOUNTAIN VIEWS program, which airs on Saturdays, provides information and discussion on youth programs and other uplifting and encouraging activities. The station also aired numerous public service announcements that encourage the well being of children. Additionally, the station provides educational studio tours to children and young adults in the area. WMBC-TV does not permit any website promotions within the airing of Children's Programming. WMBC-TV prohibits the use of "program talent or other identifiable program characteristics to deliver

commercials” during or adjacent to children’s programming featuring that character. WMBC-TV limits the amount of commercial matter that airs in children’s programming to 10.5 minutes per hour on weekends and 12 minutes per hour on weekdays. The commercial time and website promotion limits are during programming aired primarily for an audience of children 12 years old and younger