

FCC 398

3Q 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 third quarter of 2017, WMBC aired such reports as the following. The Jefferson Township police department reaches out to the community with a DARE program for 6th graders. The Trenton Circus Squad is one of more than a dozen social circus programs nationwide, and the only one that pairs kids from the inner city with peers from wealthier suburbs. Newark youth work summer jobs and internships for a potential \$1.3 million payout. Cedar Grove pitching sensation Mia Faieta is only half-way done with high school, but she has already reached heights in her softball career. The 2017 Newark Kids Count reported by Advocates for Children of New Jersey follows trends among kids throughout NJ's largest city. According to the NJ Global Youth Survey, 45 percent of teens ages 16-19 were employed 17 years ago, and now that percentage has dropped to 26 percent. While finger scanning technology has been used readily in law enforcement and corporate security, foot scanning for newborns is now making its way into the mainstream in hospitals. Young local hockey players take part in the NJ Devils' Learn to Play Clinic. More than 2700 youth will report to job sites across Newark from July 10th to August 18th to experience a modified program that combines education in financial empowerment, exposure to college campuses and experience in the workplace. For patients at the Joseph Sanzari Children's Hospital, a Christmas in July party is something to lift their spirits. A NY boy, Gage, cries as her stepmom, Emily Newville, reads a touching story. NY Gov. Andrew Cuomo signs legislation immediately banning the use of e-cigarettes at all public and private schools statewide. While many summer camps focus on athletics, this Essex County camp gives kids a chance to explore their creative side. A Long Island teen dies on the football team suddenly while taking part in a preseason exercise camp. NYC Mayor Bill deBlasio and Schools Chancellor Carmen Fariña announce student gains on state English and Math exams. In her 18th such stop, a 7-year old girl arrives in Jersey City to give police officers a hug. Anti-bullying efforts were at the forefront of a campaign in Queens, NY to bring awareness to a growing and dangerous trend. While summer is still in full swing, NY's Bronx Soundview Park is open to offer a way to have fun and soak up some sun. Newark schools open their doors for a new year as 55K students make their way back to the classroom. Education and NYC officials announce a free school lunch program for 200K students. NYC schools are back in session. Researchers analyzed the blood tests of more than 300 children, nearly half of whom may have come in direct contact with dust and debris scattered throughout lower Manhattan as a result of the terror attacks of 9/11/01. NYC Mayor deBlasio announces the beginning of "3-K for All" program with the goal of free, full-day education to 3-year-olds in NYC. Now that school is in session, officials and law enforcement call on motorists to slow down at school safety zones. Preliminary SAT tests help students prepare for the official SAT test, and also serve to qualify some local students for the competitive national Merit Scholarships. Under the NJ Homeland Security Children Act, FEMA would have to include the needs of children in disaster preparedness and response. A three-pronged approach to the Farm to School Network includes nutrition education, a school garden and including NJ produce in the food served to students. A rocket composter is one of many reasons why the Lafayette School and Chatham High School are recognized for their sustainability efforts. 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