

FCC 398

2Q 2018

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 second quarter of 2018, WMBC produced and aired such reports as the following. A pedestrian safety event for adults and children in Newton goes beyond the familiar practice of "stop, look and listen." Retailers in Highland Park looking to sell e-cigarettes must first obtain a license from the town for a \$1200 fee designed to go back to helping curb the habit. Superhero decorations and costumes fill the room at Joseph Sanzari Children's Hospital where professional boxer, Daniel Jacobs, spoke to inspire kids. NJ Gov. Phil Murphy is being urged to have schools conduct studies of drinking water. Sussex Sports Wrap-up: In baseball action Kittatinny takes on the Wildcats of High Point, Sussex Tech visits Lenape Valley, Sparta plays host to Delaware Valley and Newton will look to defend their home field against Walkkill Valley. Although lead content percentages in drinking water have dropped in recent years, officials say more still needs to be done to protect infants. East Hanover's Students 2 Science organization is opening a second location for students to conduct scientific research with professionals in the field. Newton High School's marching band is featured among other notable participants in the Memorial Day Parade in the heart of Sussex County's seat. Sussex Sports Wrap-up: In baseball Kittatinny is trying to defend their home field against North Warren., Morris Tech is taking on Sussex Tech, and Newton is playing the role of host against Lenape Valley. Interim Superintendent of Newark Public Schools, Robert Gregory, addresses issues during the NJ National Week of the Child. Many youth who participated in March 24th rallies and the national walkout 10 days prior say they felt a call to be involved and be heard. Sussex Sports Wrap-up: in softball, High Point travels to Delaware Valley, and in baseball action Newton plays host as they take on Sparta. During NJ's Take Your Child to Work Day, Atlantic Health System sites taught kids of employees about exercise, science, nutrition, and emergency response. Legislation is pending in NY to keep those under 18 years of age from tanning booths. Children's Mental Health Awareness Day reminds us that children's mental health concerns should not be left untreated. Newark-based Advocates for Children in New Jersey helped launch legislation to help children in NJ. After the Parkland shootings, a new wave of voter registrations is expected to gain momentum. Sussex Sports Wrap-Up: in softball Lenape Valley visits Sparta, High Point is home against Vernon and Newton plays at Hackettstown. Parents are offered safety tips for taking their kids to the beach. Legislation for safer schools has been introduced to prevent schools from signing non disclosure agreements. Tomorrow is the grand opening of Village Sweets, a new chocolate store for adults and children located at the Shoppes of Lafayette in Sussex County. Almost two weeks after a young student and beloved teacher from Paramus were killed in a horrific bus accident on Route 80, state officials are calling for changes. Parents are given road-trip tips to making traveling with kids easier. Over the next two months, students will be making 25 stops across the country to encourage young people to register to vote and turn out at the polling booths. A 17-year high school graduate produces a video to warn kids about the dangers of Juuling, a reference to Juul e cigarettes that have become popular among teens. According to a recent New Jersey Youth Suicide report, 5.5 out of every

100 thousand people between ages 10 and 24 died of suicide in 2014 and 2015. The Reggio Emilia educational approach is a non-traditional learning experience that uses a combination of student-directed lesson plans, relationship building and the arts. A key message behind this year's Children's Mental Health Awareness Day is: "Don't be afraid to speak up." 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