

Children's Television Programming Report

 FRN:
 0009961889
 File Number:
 CPR-131456
 Submit Date:
 07/06/2012
 Call Sign:
 WWLP
 Facility ID:
 6868
 City:

 SPRINGFIELD
 State:
 MA

 Service:
 Full Service Television
 Purpose:
 Children's TV Programming Report
 Status:
 Received
 Status Date:

 07/06/2012
 Filing Status:
 Active
 Status:
 Status:
 Status Date:

Report reflects information for : Second Quarter of 2012

General	Section	Question	Response
Information	Attachments	Are attachments (other than associated schedules) being filed with this application?	

Applicant	Applicant Name, Typ	e, and Contact Info	rmation		
Information	Applicant	Address	Phone	Email	Applicant Type

t	Contact Name	Address	Phone	Email	Contact Type
-					

Contact Representatives (0)

Children's	Section	Question Response	
Television Information	Station Type	Station Type Station Type Network Affilia	
		Affiliated network NBC	
		Nielsen DMA Springfield-Holy	oke MA
		Web Home Page Address www.wwlp.com	
Digital Core	Question		Response
Programming	State the average number of hours of Core Programming per week broadcast by the station on its main program stream		3.0
	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		168.0
	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. Section 73.671:		3.0
	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. Section 73.673?		Yes
		y that at least 50% of the Core Programming counted toward meeting the additional applied to free video programming aired on other than the main Yes No program	Yes

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?

Digital Core Programs(8)

Digital Core Program (1 of 8)	Response
Program Title	Zula Patrol
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:00AM-10:30AM] 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Zula Patrol is an animated show about six extraterrestrial charactersCaptain Bula, his copilot Zeeter, Professor Multo, their pet, Gorgo, and their flying dictionaries, Wizzy and Wiggwho learn key science concepts as they explore the galaxy through space missions. Often, the group encounters the evil Dark Truder and his talking toupee minion, Traxie, and must thwart Truder's poorly planned schemes to take over the universe. Each character exhibits unique abilities and traits that, combined with their new knowledge, help them problem-solve their way through their journeys. Using an integrated approach to target diverse learning styles, the show communicates its educational messages through narratives and a two-part information segment at the end of each story.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Zula Patrol
List date and time rescheduled	6/10/12 2:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-06-09
Episode #	6/9/12 #ZUL118
Reason for Preemption	Sports

Digital Core Program (2 of 8)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:30AM-11:00AM] 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the Shelldon is an animated series that takes place in Shell Land, a mythical undersea world populated by characters from a wide array of water-dwelling species. The main character, Shelldon, is an orphaned yoke educational shell mollusk adopted by the Clam family and living with them in the family-owned Charming Clam Inn. Dr. Shell, an elder and venerated inventor, and Connie, a cowrie shell classmate of Shelldon's also live at the informational objective of Inn. Shelldon and his buddies, Herman (a hermit crab) and Connie (a cowrie shell), always work together the program and solve problems that they face in school or in the community. A recurring problem is to staunch the plans and how it of the local millionaire, Cecil Cracken, whose greed puts making money over protecting the environment. meets the Dr. Shell is typically the children's key provider of knowledge and other resources. In each episode, the children learn a significant social-emotional lesson and also share information relating to their ocean habitat definition of and environmental protection. Programming.

Does the Licensee identify the program by displaying throughout the program the symbol E /l?

and

Core

Digital Preemption Programs #1

Yes

Questions	Response
Title of Program	Shelldon
List date and time rescheduled	6/10/12 2:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-06-09
Episode #	6/9/12 #SHL013
Reason for Preemption	Sports

Digital Core Program (3 of 8)	Response
Program Title	Jane and the Dragon
Origination	Network
Days/Times Program Regularly Scheduled	SA [11:00AM-11:30AM] 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	

Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Jane and the Dragon is a coming-of-age story about a middle-class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	Jane and the Dragon
List date and time rescheduled	6/10/12 3:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-06-09
Episode #	6/9/12 #JAD207
Reason for Preemption	Sports

Digital Core Program (4 of 8)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	SA [11:30AM-12:00PM] 04/07/12-06/30/12
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Babar is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social-emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	Babar
List date and time rescheduled	6/10/12 3:30PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-06-09
Episode #	6/9/12 #BAR207
Reason for Preemption	Sports

Digital Core Program (5 of 8)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	SA [12:00PM-12:30PM] 04/07/12-06/30/12
Total times aired at regularly scheduled time	12

Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Willa's Wilde Life is an animated series featuring a six-year-old girl, Willa, who is permitted to share her home with an ever-growing menagerie of animalsan elephant, a giraffe, a pair of performing seals, a bear, three penguins, and lots of rabbits. These creatures speak to Willa, offering her advice and friendship from each of their respective points of view. In each episode, Willa faces a challenge at home, in school or in her neighborhood. Her animals and best friend Dooley help her develop solutions to overcome each challenge. With the support of Dooley, the animals and praise from her dad, Willa finds ways to maintain healthy friendships, experience success, develop competence, and become altruistic.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	6/2/12 8:00AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-06-02
Episode #	6/2/12 #WIL006
Reason for Preemption	Sports

Digital Core Program (6 of 8)	Response
Program Title	Pearlie
Origination	Network

Days/Times Program Regularly Scheduled	SA [12:30PM-1:00PM] 04/07/12-06/30/12
Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie recounts the weekly escapades of an optimistic amiable fairy who has been appointed by Fairy HQ to maintain order in Jubile Park. She lives among a dozen assorted characters including her fairy best friends, Opal and Jasper, a garden elf, a wood nymph, possum, bats, other fairies, rats, a small colony of fleas, a lizard and her arch-rival, Saphira, who is also her fairy cousin. While Pearlie is very likable, she is a bit of a busy-body who likes to arrange things according to over-ambitious plans that ultimately get her in trouble. She gets along with everyone so, ultimately, every problem is solved and Pearlie learns a lesson. However, her greatest challenges are usually presented by her one enemy, the bully and diva, Saphira. Fortunately, Pearlie rises to Saphira's challenges, not with meanness, but by outwitting her. Overall, learning is a constant process for Pearlie because she has big responsibilities, taking casre of an entire little community, but she is indomitable and tenacious and ends up preserving order and happiness in Jubilee Park.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	6/2/12 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes

Date Preempted	2012-06-02
Episode #	6/2/12 #PEA109
Reason for Preemption	Sports

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	5/5/12 8:30AM
Is the rescheduled date the second home?	Yes
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	2012-05-05
Episode #	5/5/12 #PEA101
Reason for Preemption	Sports

Digital Core Program (7 of 8)	Response
Program Title	Beta Records (Multicast.2)
Origination	Network
Days/Times Program Regularly Scheduled	SA [8:00AM-8:30M] 04/07/12-06/30/12
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	BETA Records TV is a weekly half-hour music centric show that follows a magazine format with segments ranging from major and indie artist interviews and unplugged performances in BETA's studios, "Electro" Ross Blomgren's tutorials and how-to's, producer & music executive tips, internet heroes, The Vault (legendary artists), and music as it pertains to fashion and pop culture.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 8) Response

Program Title	Ariel & Zoey, Eli Too (Multicast.2)
Origination	Network
Days/Times Program Regularly Scheduled	MON-FRI [4:30PM-5:00PM] 04/02/12-06/29/12
Total times aired at regularly scheduled time	65
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey & Eli, Too (AZE2) is a musical variety show that is driven by three siblings that empowers children to accomplish their goals and their dreams. AZE2 accomplsihes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Musi on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Ever episode begins with the song "Sweey Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Non-Core Educational and Informational Programming (0) Sponsored Core Programming (0)

Liaison Contact

Question	Response
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. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Kathy Stewart
Address	P.O. Box 2210
City	Springfield
State	МА
Zip	01102
Telephone Number	413-377-2235
Email Address	kstewart@wwlp.com
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 noncore 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. Section 73.671, NOTES 2 and 3.	The licensee has reviewed internal station records and documentation provided to us by program suppliers for compliance with the FCC's commercial limits in children's programs (47 C.F.R. Section 73.670) and the licensee hereby certifies that the station fully complied with these limits for all programs specifically designed for children ages twelve (12) and under. In addition to the programs listed in this report, the station broadcast the following programs specifically designed for children ages twelve (12) and under: NONE

Other Matters (8)

Other Matters (1 of 8)	Response
Program Title	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:00AM-10:30AM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. Sean drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using art and/or a food experience. Sean is accompanied by Noodle, a puppet character and Doodle, a digital character that lives inside a tablet computer, and Doggity, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments in a restaurant kitchen operated by Doggity and other canines. The show demonstrates how recycled materials can become art and how food art, and problem solving can be combined to create a fun experience in everyday living. Every episode can be replicated at home with ease by parents and children playing together.
Other Matters (2 of 8)	Response
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	SA [10:30AM-11:00AM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming. This is all about teaching bedtime routines and practicing them so children can get a good night's sleep. In each episode one of the main characters-Apollo the dog, Squacky, the duck, SweetPea Sue, a horse and Cowbella, a purple and white cow-has a problem either with sleeping or with facing a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed goes to a specific place for the adventure: Squacky's bed goes to Eliie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook LanD and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and SweetPea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.

Other Matters (3 of 8)	Response
Program Title	Poppy Cat
Origination	Network
Days/Times Program Regularly Scheduled	SA [11:00AM-11:30AM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the Poppy Cat's Adventures book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are Zuzu, a Dalmation who zips around on a skateboard; Alma, a southern belle bunny who is ultra feminine and sweetly dramatic, Mo, a little mouse who tries his best to do as much as everyone else despite his size; Owl, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense. The grouchy Egbert, a badger who is both a snob and a bully refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally Hilda, a forgetful and ditzy pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. With the end of her story Lara closes her book and says good bye to Poppy Cat, who is usually ready for his nap.
Other	

Other Matters (4 of 8)	Response
Program Title	Justin Time
Origination	Network
Days/Times Program Regularly Scheduled	SA [11:30AM-12:00PM] 07/07/12-09/29/12

years himated show specifically directed to the preschool audience and always conveys an embed t is possible to understand and master any problem you have by thinking about it creatively. ttle boy who has two imaginary playmates, Olivia and Squidgy the sponge (who also lives in room). When Justin has a problem or doesn't want to do something his mother has suggest ns his way into an adventure that takes him to places all around the world. This is where he is who guides him through an experience that demonstrates to Justin how he can solve his e show provides many facts about the context the characters visit while on the adventure, b point is to teach a lesson about a socio-emotional dilemma universally experienced by presc M-12:30PM] 07/07/12-09/29/12
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M-12:30PM] 07/07/12-09/29/12
years
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ow that is all about health, fitness, and being good friends. Set in a fantasy world known as L
n is populated by inactive residents, we see a visitor named Stephanie determined to coax h
relatives to begin healthful, active living. She wins over her new friends, Ziggy, Stingy, Trixie
ve their gaming consoles and candy stashes at home so they can go outside and play. She
he Mayor and his triend Ms. Busy Body to support her efforts. But all of them are constantly
ne Mayor and his friend Ms. Busy Body to support her efforts. But all of them are constantly bbie Rotten, who lives underground and is determined to send Lazy Town back to inactivity
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bbie Rotten, who lives underground and is determined to send Lazy Town back to inactivity ng to the rescue is the athlete Sportacus who lives in a spaceship and receives signals from Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote
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	Response	
Program Title	The Wiggles	
Origination	Network	
Days/Times Program Regularly Scheduled	SA [12:30PN	<i>I</i> -1:00PM] 07/07/12-09/29/12
Total times aired at regularly scheduled time	13	
Length of Program	30 mins	
Age of Target Child Audience from	2 years to 5	years
Describe the educational and informational objective of the program and how it meets the definition of Core	their many s a variety of s dancers and visits by gue Featherswor majority of th	ustralian children's variety show that exhorts pre-school children to move and sing along with ong and dance routines. A musical ensemble led by Tony, Murray, Greg and Jeff, runs throu skits that are specifically designed for the preschool audience. A large ensemble of supportin characters, help them move the show along with scene changes, travel to distant locations a st artists. These include Wags, the dog, Dorothy the Dinosaur, Henry the octopus, Captain d the Pirate, and the Wigglies who dance and interact with the Wiggles hosts. While the ne sketches are instructional in mature, the context and spirit of the show is to entertain and that learning is the way to have the "very most" fun.
Programming.		
	7 of 8)	Response
Programming. Other Matters (* Program Title	7 of 8)	Response Beta Records (Multicast.2)
Other Matters (7 of 8)	
Other Matters (Program Title	ogram	Beta Records (Multicast.2)
Other Matters (Program Title Origination Days/Times Pro	ogram duled d at	Beta Records (Multicast.2) Network
Other Matters (Program Title Origination Days/Times Pro Regularly Scheo Total times aired	ogram duled d at uled time	Beta Records (Multicast.2) Network SA [8:00AM-8:30AM] 07/07/12-09/29/12
Other Matters (* Program Title Origination Days/Times Pro Regularly Scheo Total times aireo regularly schedu	ogram duled d at uled time am	Beta Records (Multicast.2) Network SA [8:00AM-8:30AM] 07/07/12-09/29/12 13

8)

Program Title

Response

Ariel & Zoey, Eli Too (Multicast.2)

Origination	Network
Days/Times Program Regularly Scheduled	MON-FRI [4:30PM-5:00PM] 07/02/12-09/28/12
Total times aired at regularly scheduled time	65
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Ariel & Zoey & Eli, Too (AZE2) is a musical variety show that is driven by three siblings that empowers children to accomplish their goals and their dreams. AZE2 accomplsihes this through interviewing people who excel in their profession and have a positive message for kids, introducing guests who perform different genres of music, and presenting musical performances by the cast members themselves. These cast musical performances show children they can write their own music and the importance of teamwork. Music on the show is produced by Emmy Award winner David Barrett. He and Brian Brill (another Emmy winner) ensure that the music is tailored for the young audience. All songs offer a positive message about life. Every episode begins with the song "Sweey Company" which sends the positive message of friendship and ends with the singing of "End of Another Day" which encourages the viewer to stay optimistic about tomorrow.

Certification	Question	Response
	The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an	
	officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or	
	appointed official who is authorized to sign on behalf of the party filing the Children's Television	
	Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23	
	(a), who is authorized to represent the party filing the Children's Television Programming, and who further	
	certifies that he or she has read the document; that to the best of his or her knowledge, information, and	
	belief there is good ground to support it; and that it is not interposed for delay.	
	FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND	
	FORFEITURE OF ANY FEES PAID	
	Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage	
	requirements. Failure to meet the construction or coverage requirements will result in automatic	
	cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or	
	coverage requirements that apply to the type of Authorization requested in this application.	
	WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE	
	BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY	
	STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title	
	47, §503).	
	I certify that this application includes all required and relevant attachments.	
	I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant	WWLP
	for the Authorization(s) specified above.	Broadcastin
		LLC

Attachments No Attachments.